APRIL 23, 1956

35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

25TH year

It's happening fast...in Minneapolis-St. Paul!

WDGY leaps to 2nd place in audience after just 5 weeks

of Mid-Continent Programming

That's how fast listening habits are changing in Minneapolis-St. Paul as a result of just 5 weeks of Mid-Continent ideas, music and news. Add to this momentum WDGY's big, 50,000 watt coverage—plus an almost perfect-circle daytime signal . . . and you can see why in Minneapolis-St. Paul . . . the exciting buy is WDGY! Talk to Avery-Knodel, or WDGY General Manager Stephen Labunski.

WDGY 2nd among principal stations, says Hooper:

Station "A"	26.0%
WDGY	16.3%
Station "B"	15.7%
Station "C"	13.1%
Station "D"	9.0%

Hooper, March, 1956
7 a.m. - 6 p.m., Mon.-Sat.

WDGY

50,000 watts • Minneapolis-St. Paul

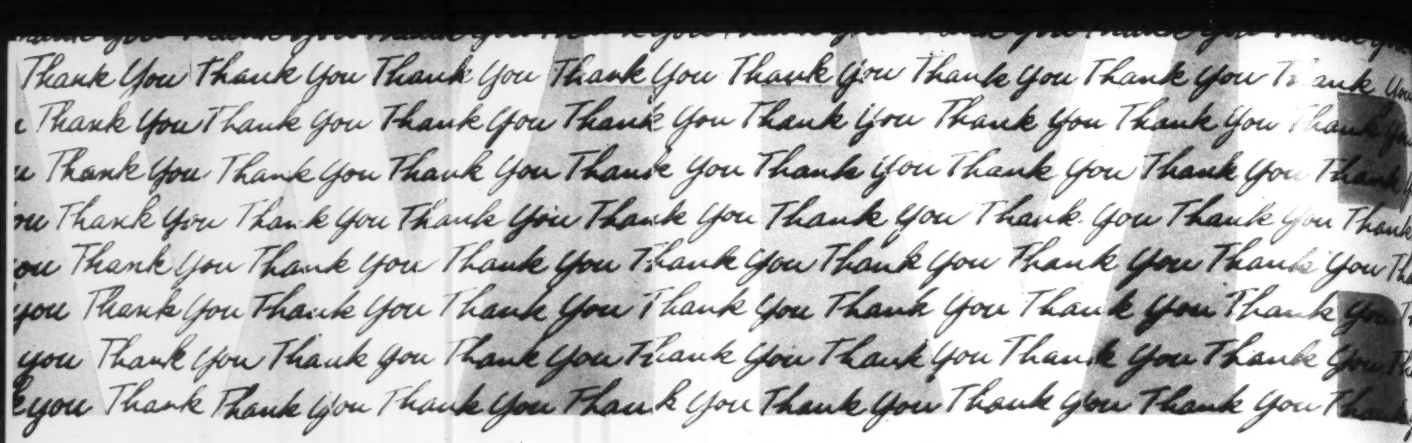
MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.



Our Eighth Anniversary...

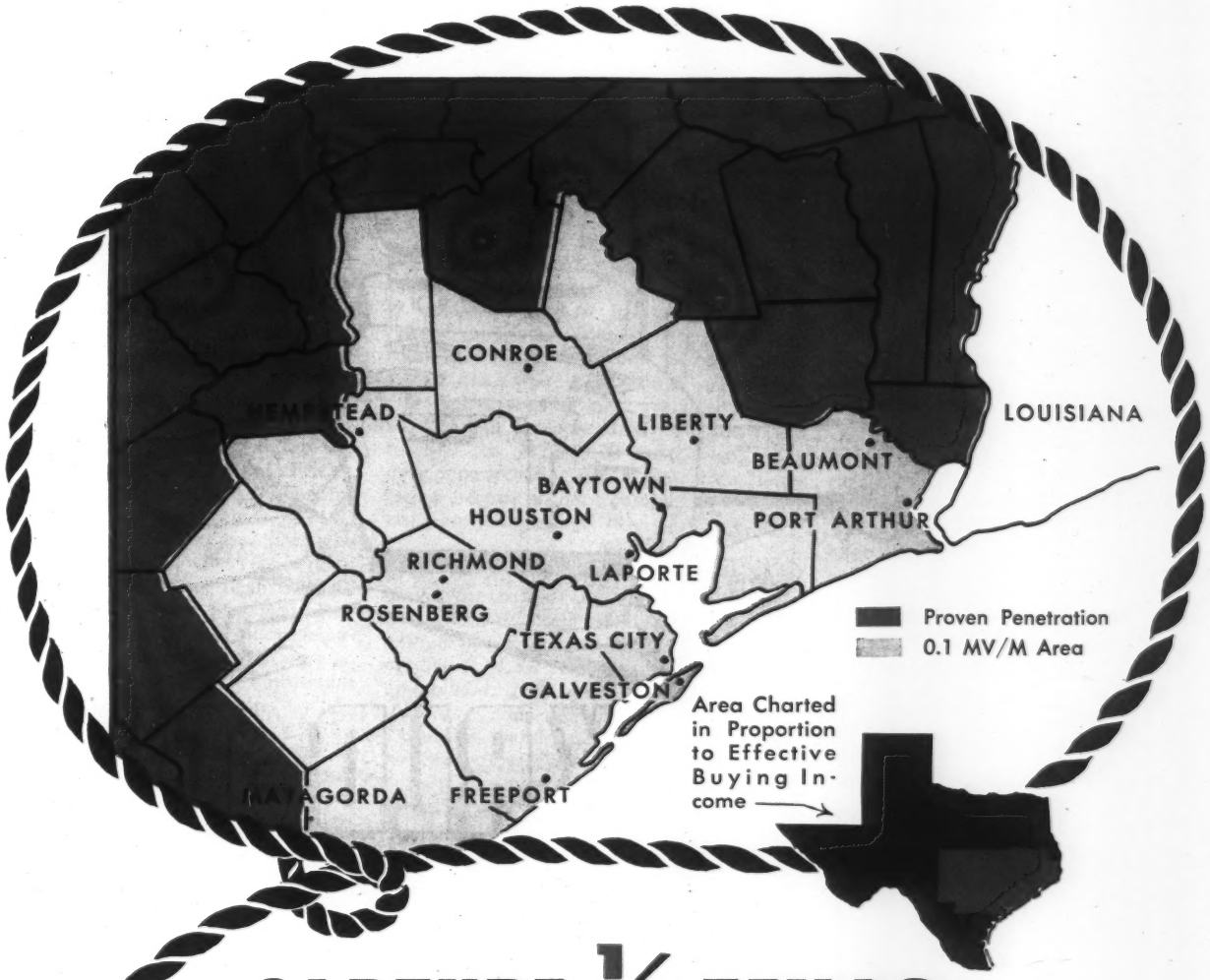
a time to say "Thank You" 165 times

We're sentimental at WTVR. That warm glow of gratitude and pride fairly overtakes us on anniversaries. Gratitude to our 165 wonderful regular weekly clients, among them America's most distinguished companies. Gratitude to our loyal viewers, many of whom have been with us since April 22, 1948, the day we began commercial operation. And pride of being "The South's First Television Station." WTVR, Channel 6 is Richmond's only TV station operating in the preferred low end of the VHF Band. We serve over 503,000 Television Homes throughout Virginia and North Carolina, with Maximum Power—100,000 Watts, Maximum Height—1049 feet antenna. As always you can expect Maximum Results. We hope you will be with us on our next anniversary!

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

A Service of Havens & Martin Inc.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.



CAPTURE 1/4 TEXAS with kgul TV

kgul's area coverage encompasses Galveston, Houston and the Texas Gulf Coast market. The buying power of this market area represents over 25% of the total buying power for the state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

kgul-tv... Texas-size buy	State of Texas	KGUL-TV's Total Coverage Gulf Coast TV Market	KGUL-TV's %
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

SOURCE: Sales Management Survey of Buying Power, May 1955

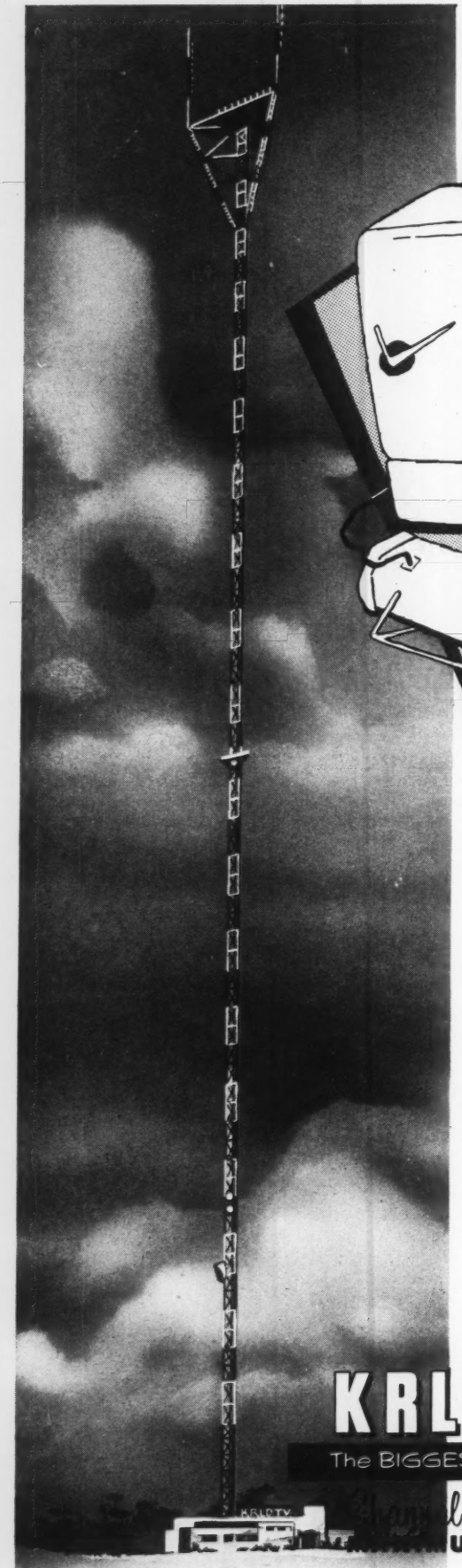
GULF TELEVISION COMPANY Galveston, Texas

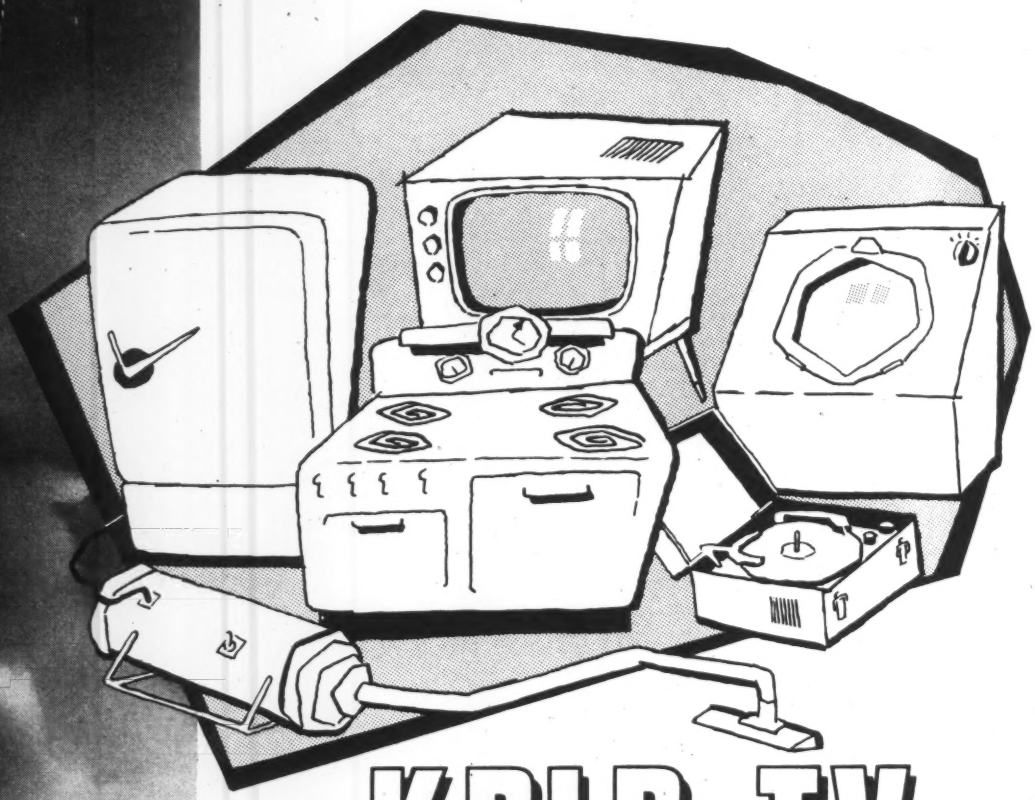
kgul TV 11

CBS

Represented Nationally By CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.





KRLD-TV

TELECASTING FROM TEXAS' TALLEST TOWER
(1685 FEET ABOVE AVERAGE TERRAIN)

is the greatest sales stimulating medium in...

The Top O' Texas Market

where sales total, each year, more than.....

$102,034,000*

for home furnishings - appliances - radios - tvs

The Top O' Texas Market means 42 counties in which live more than 2,250,000 people who own in excess of 564,080 television sets. And no other medium sells the Top O' Texas Market like KRLD-TV, Channel 4.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
UM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station... The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

*Source:
U. S. Census
of Business, 1954.

closed circuit®

BIDS FOR BITNER • In what would be second biggest sale on record, conversations were held last week involving proposals for Bitner radio and tv interests (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis-St. Paul, WFDF Flint) for $16 million-plus. Proposals were made by number of prospective buyers—including Crowell-Collier Publishing Co.—to Harry M. Bitner Sr. and his son, Harry Jr., but no conclusions were reached. Bitner family owns 52% of Consolidated Tv & Radio Broadcasters Inc., with balance publicly held. Other substantial interests in broadcasting also reportedly have made offers, but none yet has been accepted by Consolidated board. While no flat figure was mentioned, one offer, discussed Friday, was understood to involve $12 million for common stock, plus assumption of $3.5 million in current liabilities, plus preferred stock for gross in excess of $16.1 million for 100%. Spin-offs or side deals on individual properties also were proposed. Biggest sale three years ago was stock acquisition valued at $25.5 million of American Broadcasting Co. by United Paramount Theatres (now AB-PT).

B•T

FCC Network Study staff is drafting its own questionnaire to tv stations—affiliates and independents too—to elicit information it believes needed to pursue its overall inquiry. Unlike Senate Commerce Committee interrogatory, which provoked charges of "loading," it's intimated FCC document will be "pre-tested" on typical station licensees to ascertain whether it would cause undue hardship.

B•T

CRAVEN'S HAVEN • Decision may be made soon on filling of June 30 vacancy on FCC, and indications are nomination will go to T. A. M. Craven, consulting engineer of Washington and former member (1937-44) of FCC [CLOSED CIRCUIT, April 16]. He would replace Comr. E. M. Webster, 68, whose seven-year term then expires and who is eligible for retirement both as commodore, Coast Guard, and as civilian official. Comr. Webster has made no concerted campaign but would accept reappointment if proffered.

B•T

COMDR. Craven, 63, would be first commissioner in history to receive second appointment after lapse of years. He was born in Philadelphia. His family home is Bound Brook, N. J., but he has resided in Virginia for nearly two decades. He is Democrat, and his appointment would make FCC balance four Republicans and three Democrats. Appointment by President Eisenhower is subject to Senate confirmation. Comr. Webster has been an FCC stalwart since 1947 and like Comdr. Craven, is recognized engineering expert. Fact that administration policy generally has been against reappointment of holdovers from previous administration believed to augur in favor of new appointment. One aspirant for FCC post reportedly was advised by high administration official last week that decision had been reached—presumably on Craven appointment.

B•T

NET'S NET • Network operating revenue of ABC for first quarter of 1956 reportedly exceeded that of theatre division of American Broadcasting-Paramount Theatres Inc. for first time since union of companies three years ago. While breakdown was not revealed, first quarter report showed that net operating profit increased by 34% to $2,570,000 from $1,917,000 over corresponding period last year. Earnings were 60¢ a share compared with 45¢ last year (story, page 78).

B•T

SENATE Commerce Committee has requests for postponement of May 7 reply date, possibly until June 1, on network affiliate questionnaires dispatched fortnight ago [B•T, April 16]. Several affiliates, it's understood, seek more time to consider questions and perhaps consult counsel. They also mentioned delay caused by intervening NARTB convention in Chicago.

B•T

TIME FOR CHANGE • It isn't in official FCC minutes but all seven members are agreed that renewal application form (303) should be updated and revised, particularly in regard to programming classifications and balance and with prospect that public service can be ascribed to commercial as well as to sustaining programs. This eventuated at open forum at NARTB convention with all commissioners present, after question had been raised from floor (see text of forum, page 88). It followed by two weeks editorial in B•T (April 9) proposing updating and by one week action of Committee on Radio and Television Broadcasting of Advisory Council on Federal Reports calling May 15 meeting on revision of form. When FCC formally will consider revision is not indicated but is expected to be soon.

B•T

CORRIDOR complaints, inevitable by-product of conventions, were being directed by some radio-only operators in closing days of last week's NARTB conclave at what they regarded as undue emphasis on tv. They also were irked that they had to stay through tv portions in order to catch Radio Advertising Bureau's convention closing act. Some claimed radio should have convention of its own. At least one protesting station got its NARTB resignation papers ready.

B•T

MULTIPLE OWNERSHIP • It couldn't be confirmed, but there's strong impression bill introduced by Rep. Joseph P. O'Hara (R-Minn.) last week to limit ownership of tv stations to number covering not more than 25% of population and forbidding FCC to promulgate regulations putting numerical ceiling on ownership (see page 91) may have blessing of FCC. There's some feeling at Commission that no matter what Supreme Court does in Storer case, it might be best to have ownership limitation as part of Act rather than as FCC rule. Indication is FCC does not have great hopes of overturning lower court ruling that numerical limitation is illegal.

B•T

GILLETTE is going after teenagers in hopes of getting them to begin shaving with razors and blades instead of with electric shavers. After successful year and a half test in Boston, Gillette is placing radio spot announcement campaign on afternoon and evening disc jockey shows which appeal to newly bearded. Campaign, which will be national, will start in top 33 eastern markets end of May. Run is indefinite. Agency: Maxon, New York.

B•T

PROBLEMS OF PROGRESS • Question of whether stations can re-record film properties under terms of contracts with producers-distributors may be given new timeliness with commercial marketing of new video magnetic tape system by Ampex Corp. (story, page 84). Another thorny issue is whether tape used in recorder falls within jurisdiction of AFTRA (on live programs) or Screen Actors Guild (on film). Device is electronic unit, to be sure, but that might only serve to stimulate union jurisdictional fight from which tv networks obviously want to steer clear.

B•T

UNDER consideration is pay tv project by which community tv system would furnish local originations via subscription tv. System is one operating in Clovis, N. M. (Midwest Video Corp.) reported to have made arrangements with International Telemeter Corp., which tried same principle in own Palm Springs, Calif., antenna system in 1954-55 season. Clovis system now is relaying signals from tv stations in Amarillo, Lubbock, Tex., and Roswell, N. M., has about 1,600 connections.

B•T

GHOST WALKS • Estate of late Maj. Edwin H. Armstrong, inventor and No. 1 advocate of fm, can be expected to be among interests throwing weight behind new fm broadcasters organization to promote fm interests outside NARTB when other broadcast interests may be in conflict (story, page 110). Attorney of Cravath, Swain & Moore, New York, which represents estate, acknowledges support will be given providing fm group's aims prove compatible to Armstrong interests.

IT'S WHB'S REGION, TOO!

263 1st place ¼ hours out of 288 . . .
. . . 25 second place ¼ hours . . . and nothing lower!

That's what Kansas City Area PULSE says about WHB

for 594,700 radio homes in 66 counties of 3 states
Monday-Saturday, 6 a.m.-6 p.m.
Average share of audience 25% ahead of second station!

42.9% average share of audience all-day
(2nd station: 16.6%)
WHB first by far in *every* time period!

That's what Kansas City Area NIELSEN says about WHB

for the 542,700 radio homes in the N.S.I. Area
all day and night, 6 a.m. to midnight,
Monday-Saturday

49.1% average share of audience all-day

That's what the latest Kansas City HOOPER says about WHB

WHB leads in every Hooper ¼ hour,
6 a.m.-6 p.m., Monday through Saturday.

So you see, WHB dominates the Kansas City *area* as convincingly as it dominates metropolitan K. C. audiences. Get the big story from the man from Blair, or WHB General Manager George W. Armstrong!

WHB

10,000 watts—710 kc
Kansas City

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

Court to Decide if FCC Should Wait on Tv Actions

CAN FCC continue making vhf television grants or allocate new vhf channels while it is considering changing national allocations principles? That question is now in lap of U. S. Court of Appeals in Washington after debate before unprecedented, full nine-judge court. Cases involve three vhf grants in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis., and ch. 10 drop-in at Vail Mills, N. Y. (Albany area).

In vhf grant cases, court was told FCC "manipulated" processes to discriminate against uhf outlets' deintermixture petitions. In Vail Mills drop-in, court heard charge that fair hearing was not given because Commission granted vhf drop-in while postponing decision on deintermixture.

Commission and intervenors asserted Commission has every right to make grants and approve drop-ins under existing rules; that deintermixture petitions were denied but without prejudice to resubmission under full allocations proceeding.

CBS meeting with FCC on allocations last October came under attack in Vail Mills argument when WTRI (TV) Albany counsel Harry Plotkin charged that this was part of "conspiracy" on part of CBS and WROW-TV Albany to put WTRI out of business. FCC counsel Daniel Ohlbaum and WROW-TV counsel Duke M. Patrick retorted that FCC meeting with CBS was on national question, not on Albany case.

Vhf grants "prejudged" issue in allocations proceeding, claimed uhf counsel Paul Dobin, J. Roger Wollenberg, Benito Gaguine, and Vernon L. Wilkinson. Appearing for FCC was Asst. General Counsel Richard A. Solomon. Vhf grantees were represented by Paul M. Segal, Vincent A. Pepper and Arthur W. Scharfeld.

Allocation of ch. 10 to Albany area is under stay-order and cannot be applied for until court decides last week's case.

'Godfrey and Friends' Show Going Off CBS-TV July 25

ONE of tv's oldest programs, *Arthur Godfrey and His Friends*, which premiered on CBS-TV Jan. 12, 1949, will go off air after July 25 telecast, CBS-TV announced Friday. Mr. Godfrey, who said he long had contemplated move because of pressures of maintaining current heavy schedule—13½ hours of radio and tv shows weekly—will be featured in special one-hour or longer telecasts from "time to time," network reported. Mr. Godfrey also quoted as saying new change will permit him to concentrate on *Arthur Godfrey Time* (CBS Radio, Mon.-Fri., 10-11:30 a.m. EST; CBS-TV Mon.-Thurs., 10:30-11:30 a.m. EST) and *Talent Scouts* (radio and tv, Mon., 8:30-9 p.m. EST).

Current sponsors of *Friends* are Toni Co., through North Adv., Chicago, alternating with CBS-Columbia, through Ted Bates & Co., in 8-8:30 p.m. segment, and Pillsbury Mills, through Leo Burnett, Chicago, alternating with Kellogg, also via Leo Burnett, in 8:30-9 p.m. portion.

FAST COVERAGE

RAPID kinescope methods once again brought first film of Ranier-Kelly wedding at Monaco to tv screens on NBC-TV Friday—this time religious ceremony was shown in similar manner that network showed civil ceremony Thursday morning, according to NBC-TV. Film of religious ceremony ran 8 minutes, 22 seconds, was on *Today* program at 7:15 a.m. EST Friday.

Butler Charges Hall Trying To Keep Democrats Off Air

DEMOCRATIC National Chairman Paul Butler Friday charged GOP Chairman Leonard Hall with "trying to keep us off the air" in "concerted and carefully planned and conceived effort." He made charge after Mr. Hall declined to accept NBC-TV offer to two chairmen of 7½ minutes weekly on *Today* show, to have begun last Friday and run to Nov. 2, for televised debate.

NBC had planned to pick up two committee heads from any point in country where facilities permitted, using split screen. Mr. Butler said he accepted, but Mr. Hall refused, saying his schedule would not permit *Today* appearances. NBC *Today* offer made March 30 by producer Gerald Green.

Addressing executive committee of Democratic National Committee in Washington, Mr. Butler said GOP can get all time it wants free by use of presidential reports, or can buy time with its large cash reserves.

At morning session of national committee, Mr. Butler said GOP has $5 million campaign right now while $100,000 in Democrat coffers is not enough to buy and produce a half-hour network tv show. Saying GOP has 50-to-1 financial advantage over Democrats, he said, "I don't see how we can afford to sit on our hands and permit the Republicans to have 50 times as much tv and radio time as we use."

Martin Leaves Teleradio To Be WAFB Chairman

ELECTION of Dwight M. Martin as board chairman of Modern Broadcasting Co. of Baton Rouge Inc., operator of WAFB-AM-FM-TV Baton Rouge, La., announced Friday by Tom E. Gibbens, president. Mr. Martin has resigned as vice president of RKO Teleradio Pictures in charge of tv film division and will assume his new post about May 1.

Mr. Martin became associated with Thomas F. O'Neil interests in 1952 when he joined General Teleradio Inc. as head of tv film division. Previously, he had been vice president of Crosley Broadcasting Co. and an attorney in Cincinnati.

Mr. Martin's election approved at meeting Thursday of board of directors of Modern Broadcasting Co. at Baton Rouge. New company directors elected: Edgar B. Stern Jr., president of WDSU New Orleans; Robert D. Swezey, executive vice president of WDSU, and Louis Read, vice president and sales manager, WDSU. Other board members are Mr. Gibbens and Jack C. Burke, executive vice president, WAFB and Charles C. Barnard, vice president, WAFB.

• BUSINESS BRIEFLY

L&M RADIO IN 50 • Liggett & Myers (L&M cigarettes), N. Y., through Dancer-Fitzgerald-Sample, N. Y., buying seven-week radio spot announcement campaign in 50 markets starting end of month.

ANOTHER GO ON RADIO • General Mills (Gold Medal flour) begins third flight of radio spots May 16 in approximately 70 markets. Length of contract varies from two to four weeks depending on market. Dancer-Fitzgerald-Sample, N. Y., is agency.

SPOT FOR CRANBERRIES • National Cranberry Assn. (Ocean Spray) effective May 10, 17 and 24 will place 10-day radio spot announcement campaign in 15 to 25 markets. BBDO, N. Y., is agency.

REYNOLDS ON LOOKOUT • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., looking for radio spot availabilities for late spring campaign. While spokesmen for agency, William Esty Co., decline to name specific cigarette, saying Reynolds is looking on behalf of "any and all" of its products, it's understood filter brand is being considered.

HEUBLEIN BUYING • In move to test effectiveness of spot radio, Heublein Inc. (Grey Poupon Mustard), Hartford, Conn., will introduce four-week spot radio campaign in four eastern markets on May 15, with expansion of markets depending on sales results. Agency: Bryan Houston, N. Y.

MAY BUY ON NETWORK • Westinghouse Electric Corp., Pittsburgh, through McCann-Erickson, N. Y., in addition to its national radio spot announcement campaign is considering use of radio network for 10-second commercials.

RADIO FOR 'LIFE' • Time Inc., for *Life* magazine, launching 38-week Wed.-Thurs.-Fri. radio spot campaign in 15 major U. S. markets, starting May 16. Agency: Young & Rubicam, N. Y.

DECIDING, WAITING • Plans reportedly set by P. Lorillard & Co., N. Y., current sponsor of NBC-TV's *Truth or Consequences* (Fri., 8-8:30 p.m. EDT) to shift to alternate week sponsorship of program, starting May 11. Toni Co., Chicago, said to be ready to sign as alternate sponsor, once Lorillard decision is definite.

SCHICK STUDYING • Schick Shavers, through Warwick & Legler, N. Y., understood to be considering possible sponsorship of portion of *Omnibus* on ABC-TV next fall.

ACCOUNT FOR R&R • General Electric Supply Co., major appliance distributor for Gulf Coast area, appoints Ruthrauff & Ryan Inc. to handle its advertising. Media plans to be announced later.

JUST ARRIVED... WHEN-radio

KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS

SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS

PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5

OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

FTC Seeks Prosecution Of Dolcin for Radio Ads

FEDERAL TRADE Commission today (Monday) is asking U. S. Court of Appeals in Washington to prosecute Dolcin Corp. (arthritis and rheumatism tablets) for criminal contempt, alleging Dolcin violated court orders regarding misrepresentation of its product.

FTC charges Dolcin radio advertising is in "flagrant contempt" of court's decree, effective since April 8, 1955, which in substance affirmed commission's cease and desist order issued in 1952. Commission seeks punishment for corporation and its officers, Victor van der Linde, George Shimmerlik and Albert T. Wantz.

Last year Dolcin spent $1.43 million of its $1.5 million advertising budget on radio spot campaigns.

McCann-Erickson Billings Three Times Total in 1948

TOTAL BILLING of McCann-Erickson has tripled since 1948, from $55 million to $166 million, agency's executives were told Friday at conclusion of special four-day closed management meeting in New York by President Marion Harper Jr. McCann-Erickson International's business (60% of it shared among 24 foreign offices, and 40% locally abroad) has increased five fold; of agency's 135 U. S. accounts, one quarter is in multi-million dollar billing group. Of all M-E accounts, 67 have been in agency over 10 years, 14 over 30, five over 40. Mr. Harper said physical expansion was 50% and personnel 100%.

WQXR Opposes Daytimers

ANOTHER ATTACK on Daytime Broadcasters Assn. petition to change daytime operating hours filed with FCC Friday. Class 1-B WQXR New York (50 kw on 1560 kc) claimed over half its nighttime primary service area would be lost and that effect of DBA request would mean virtual elimination of clear and regional service during hours daytimers want. These are 5 a.m. or sunrise and 7 p.m. or sunset, whichever is earlier or later. Daytimers now licensed to operate from local sunrise to sunset. Seek fm if improved facilities desired, WQXR told daytimers. So far DBA proposal has been opposed by Clear Channel Broadcasting Service and number of regional and clear channel stations. Subject is on agenda of Senate Small Business Committee.

Des Moines Court Open to Tv

MUNICIPAL COURT in Des Moines has decided to admit tv at all trials and hearings providing "dignity of court" is not disturbed. Des Moines municipal judges said new ruling was influenced by Colorado Supreme Court decision favoring admission of tv to Colorado courts [B•T, March 5].

WNDU-AM-TV Names Petry

WNDU-AM-TV South Bend, Ind., has appointed Edward Petry & Co. as national representative effective July 5. WNDU is affiliated with ABC Radio, WNDU-TV (ch. 46) with NBC-TV.

AFTRA Challenges Ruling Favoring SAG on Electronicam

ARBITRATION RULING that Screen Actors Guild has jurisdiction over DuMont Electronicam film system challenged Friday by American Federation of Television & Radio Artists. AFTRA position is that two-to-one Arbitration Assn. decision last week upholding SAG contract on Electronicam referred only to November 1955 AFTRA letter sent to film producers and advertising agencies claiming its code was being violated through use of SAG instead of AFTRA on Electronicam programs. Panel ruled, in effect, that Electronicam is improved means of motion picture production. AFTRA claimed decision did not resolve larger issue; it contended it has jurisdiction over programs "done in a live manner." With emergence of various tape processes [B•T, April 16], AFTRA believes its jurisdictional control will be solidified since it has "clarification" agreements with NBC-TV, CBS-TV and ABC-TV over programs produced or recorded by electronic video equipment that "transmits, transfers or records matter into electronic energy."

Another Stay for WSPA-TV

THREE DAYS after it had denied request for stay against ch. 7 WSPA-TV Spartanburg, S. C., move to Paris Mt., U. S. Court of Appeals in Washington granted "interim" stay pending hearing and decision on plea for reconsideration filed late Thursday afternoon by uhf protestants WGVL (TV) Greenville and WAIM-TV Anderson, S. C. Argument on reconsideration motion scheduled for April 26. On Friday, WSPA-TV asked court to hear argument today (Monday) or earlier than Thursday because it planned to begin commercial operation Sunday with advent of Daylight Savings Time and needed time to prepare.

Last month, FCC issued final decision upholding two-year-old grant for Spartanburg station to locate transmitter on Paris Mt. Uhf stations have oposed this move before FCC and courts on ground Paris Mt. site would make WSPA-TV Greenville station instead in Spartanburg outlet.

UPCOMING

April 23-27: American Film Assembly, Morrison Hotel, Chicago.

April 23-28: Senate Interstate & Foreign Commerce Committee hearings on toll tv, U. S. Capitol, Washington, D. C.

April 26-28: American Assn. of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 26-29: American Women in Radio & Tv, convention, Hotel Somerset, Boston.

April 29-May 4: Society of Motion Picture-Television Engineers, spring convention, Hotel Statler, New York.

For other Upcomings, see page 151

PEOPLE

DAWSON L. NEWTON, vice president, Ellington & Co., N. Y., to Morey, Humm & Warwick, N. Y., as account executive. Mr. Newton had been with Florida Citrus Commission for several years as advertising director.

WARREN AMBROSE, formerly creative group head, Biow Co., N. Y., appointed copy chief at Compton Adv. Inc., Chicago.

DICK MOHR, formerly copywriter at Foote, Cone & Belding, Los Angeles, to Erwin, Wasey & Co., same city, as radio-tv copywriter.

LESTER A. DELANO, formerly research director at Christiansen Adv. Agency, Chicago, appointed marketing and market research director at North Adv. Inc., same city.

CLARENCE SEWELL, sales manager, KFBI Wichita, to KCMO-TV Kansas City in similar capacity.

R. E. BUCHANAN, supervisor on all radio and television for General Electric Co. and Procter & Gamble, Young & Rubicam, N. Y., to J. Walter Thompson, N. Y., as head of account group in radio-tv for several major accounts.

MORTON A. SMALL, Beaumont & Hohman, Chicago, and before that McCann-Erickson, same city, to Tim Morrow Inc., Chicago, as media director.

BRUCE W. MARCUS, previously with public relations firm of Pendray, Cook & Hoving, N. Y., named assistant to Harry Chaperon, director of public relations of Emil Mogul Co., N. Y.

ROY SHARP, former traffic manager, Dumont Broadcasting Corp., to Sports Network Inc. as vice president.

EMANUEL GOREN, merchandising manager, Lehn & Fink Div. (Hinds Honey & Almond cream, Etiquet deodorant and Lysol disinfectant) of Lehn & Fink Products Corp., to new post of advertising-merchandising manager.

REAR ADM. FREDERICK R. FURTH, USN (Ret.), former Chief of Naval Research, elected vice president of Farnsworth Electronics Co. Div., International Telephone & Telegraph Corp.

GEORGE HAMILTON COMBS, commentator, WABC-AM-TV New York, and former Missouri congressman, joins Uterhart & Schaffer, New York law firm. He will continue to appear on radio and tv programs.

FRED M. ZEDER II resigned as vice president, McCann-Erickson, N. Y., to join Kudner agency as vice president, effective May 1.

BAYLEN H. SMITH, producer of Bert Claster Productions' *Romper Room*, to WISN-TV Milwaukee as production manager. **BILL BINET,** announcer - producer, KGVO-TV Missoula, Mont., to WISN-TV as staff announcer.

MICHAEL LAURENCE, previously associated with ABC-TV's *Danny Thomas Show* and NBC-TV's *Martha Raye Show*, appointed staff director and publicity and public relations director of Dynamic Films, N. Y., producers of tv, industrial and educational films.

V Sought for Reliance, S. D.

KELO-TV Sioux Falls, S. D., asked FCC Friday to move ch. 6 from Pierre, S. D., to Reliance, S. D., where citizens group has been formed to raise $250,000. KELO-TV said it would add same amount, join with non-profit organization to apply for vhf channel.

the week in brief

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CHARLOTTE*

double date in the carolinas

FLORENCE†

You've got a double sales date for a terrific television buy in North and South Carolina. Charlotte WBTV and Florence WBTW combine to give advertisers complete coverage of one out of every two Carolinians . . . comparable to the nation's *eighth* largest TV market! Advertisers earn regular WBTV and WBTW discounts . . . plus a 15% additional discount on WBTW. For availabilities, call Charlotte WBTV, Florence WBTW or CBS Television Spot Sales.

WBTV CHARLOTTE Channel 3 Top Power | WBTW FLORENCE, S. C. Channel 8 Top Power

*Miss North Carolina—Miss Faye Arnold †Miss South Carolina—Miss Martha Dean Chestnut

60 Seconds is all it takes...

After many unsuccessful attempts to find a long-burning material to use inside his incandescent lamp, Thomas Edison experimented with a bamboo strip . . . and, in perhaps less than 60 seconds, the electric bulb was born.

Today, to shed new light on *your* products' market potential—Sun lamps in the North, Fog lights in the South—to sell merchandise most anywhere . . .
60 seconds is all it takes on Spot Radio.

Spot Radio costs *less* to reach *more* of *your* potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of *your* choice.

60 seconds—or *less*—is all it takes to sell *more* with the right, bright buy—Spot Radio.

WSB	**Atlanta**	**NBC**	**WTAR**	**Norfolk**	**CBS**
WFAA*	**Dallas-Ft. Worth**	**NBC-ABC**	**WIP**	**Philadelphia**	**MBS**
WIKK	**Erie**	**NBC**	**WRNL**	**Richmond**	**ABC-MBS**
KPRC*	**Houston**	**NBC**	**KCRA**	**Sacramento**	**NBC**
WJIM	**Lansing**	**NBC-ABC**	**WOAI***	**San Antonio**	**NBC**
KARK	**Little Rock**	**NBC**	**KFMB**	**San Diego**	**CBS**
KABC	**Los Angeles**	**ABC**	**KGO**	**San Francisco**	**ABC**
WISN	**Milwaukee**	**ABC**	**KMA**	**Shenandoah (Iowa)**	**ABC**
KSTP	**Minneapolis-St. Paul**	**NBC**	**KTBS**	**Shreveport**	**NBC**
WABC	**New York**	**ABC**	**KVOO**	**Tulsa**	**NBC**

ABC . . . . . **Pacific Radio Regional Network**

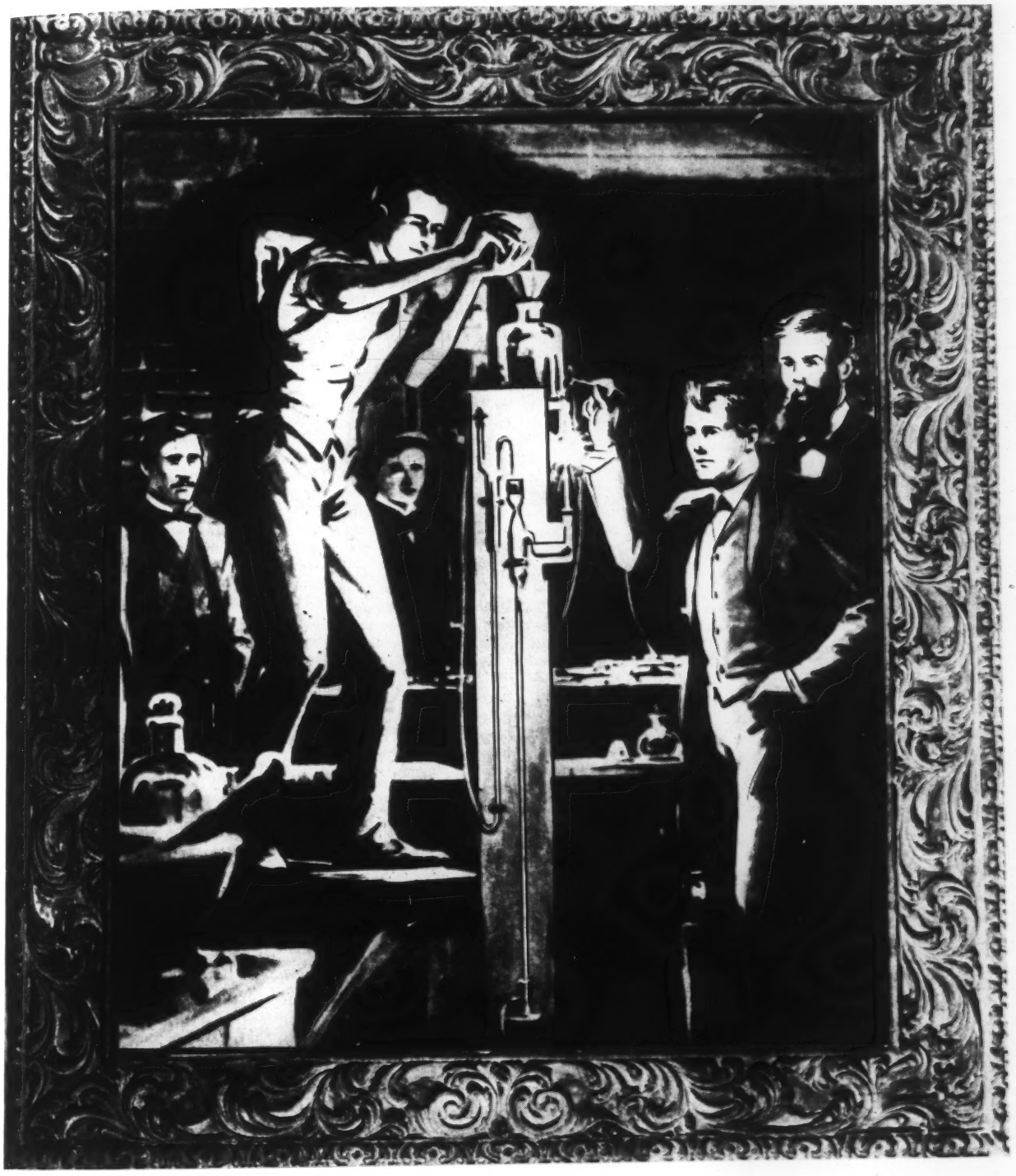
*Also represented as key stations of the TEXAS QUALITY NETWORK

Represented by

EDWARD PETRY

THE ORIGINAL STATION

NEW YORK CHICAGO ATLANTA



& CO., INC.

REPRESENTATIVE

DETROIT LOS ANGELES SAN FRANCISCO ST. LOUIS

CAPITAL TYPES #26

THE RECEPTIONIST

Nearsighted, but too vain to wear glasses in public. Shouts "How are you, Agnes?" at old friends named Howard. Can't remember names but always forgets a face. Expert at extending the Small Hello. Has three small turtles painted Do, Re, and Mi; complains constantly about the high cost of ant eggs. Claims to be the nation's #1 Pogo fan. Offers copy of Plutarch's Lives to restless visitors.

And advertisers who are restless for results in Washington use WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

IN REVIEW

SALUTE TO BASEBALL

THE national pastime of baseball definitely did not lose any supporters from NBC-TV's *Sunday Spectacular*, "Salute to Baseball." In fact, the only thing lacking that could have made the 90 minutes more enjoyable was the time-honored "Who's on First" routine. The show was entertaining from the opening crack of a little boy who likes basketball to the final pitch of 3,000 miles from Eddie Fisher to Roy Rogers.

Adding to the festivities were countless tv stars, sports announcers, major league stars, cowboys and future big leaguers, all under the capable guidance of m.c. Art Linkletter.

Special plaudits go to Molly Goldberg for her dressing room skit and little-known Don Adams and his umpire school. Miss Goldberg was perfect as a "baseball ignoramous" meeting the players. And Mr. Adams rendered the best line of the show: "Some of you will crack . . . you'll become umpires."

Real baseball fans in the tv audience thoroughly enjoyed film clips of famous moments with Carl Hubbell, Babe Ruth, Lou Gehrig, Bobby Thompson and Willie Mays. The one big failure of the show to these same fans was efforts to show if a baseball actually curves or not. For as much as the camera showed, Chicago lefty Billy Pierce might just as well have thrown a football.

Production costs: $150,000.

Sponsored by U. S. Rubber Co. through Fletcher D. Richards Co., Standard Sanitary Corp. through Batten, Barton, Durstine & Osborn and Maybelline Co. through Gordon Best & Co. on NBC-TV Sunday, April 15, 7:30-9 p.m. EST.

Cast: Art Linkletter, Don Adams, Mel Allen, Red Barber, Gertrude Berg, Art Carney, Eddie Fisher, Dave Garroway, Leo Durocher, Roy Rogers, Pat Brady, Sons of the Pioneers and major league baseball players.

Executive producer: Art Linkletter; producer-director: Alan Handley; assoc. producer; Tom Naud; writers: Ray Allen, Harvey Bullock, Bill Dana and Tom Naud. Art Carney sketch by Aaron Reuben.

PORTRAIT OF A MAN

THIS was more a paean in honor of the deity Albert Einstein has become rather than a delineation of the simple man who was the mathematical genius of our day. As such, it was more in the nature of an "historical" drama—something like Williamsburg's *Common Glory* or Manteo's *Lost Colony*—a legend. Thus it was somewhat disappointing.

Nevertheless it had its moments. One was the treatment of Dr. Einstein himself—never full face, always the shaggy hair, the back of the old sweater, a profile of the iron rimmed spectacles on the delicate, almost feminine nose. Another was the use of his voice in simple homilies, particularly in counterpoint to the rantings of the Nazi racist. Also good was Robert Montgomery's tight-lipped commentary. The distaff portrayals by Lena Hansen and Eva Stern, were also notable for their vivaciousness in the light of the generally sombre tone.

Maybe it's too soon to dramatize the man who was Albert Einstein. After all, he lived and was acclaimed during our lifetime. Maybe another generation will be able to represent properly this shy intellectual giant; last week's attempt reached high but failed to make the summit.

Production costs: Approximately $40,000.

Sponsored by Johnson's Wax Co., through Needham, Louis & Brorby, on NBC-TV, Mon., 9:30-10:30 p.m.

Cast: Robert Ellenstein as Einstein; Lena Hansen as Mrs. Einstein; Peter Von Zerneck as the husband; Eva Stern as the wife—couple Einstein lived with; Ray Boyle as Dad and Beverly Lunsford as Adelaide.

Producer and narrator: Robert Montgomery; director: Perry Laffert; writer: William Kendall Clarke.

. . . AT THE CROSSROADS

PRESUMABLY the government authorized . . . *At the Crossroads* to educate the public in the whys and wherefores of the social security system. However, having heard the first two sugar-coated episodes one is left with the feeling that the series tends more to justify the system rather than explain it.

Crossroads' initial effort deals with "Charlie," a blind vaudevillian kicked around by fate (plus talking pictures and tv), who after age 65 is selling magazine subscriptions via telephone to supplement the pittance due him from the government. The fact that it is a pittance is casually ignored throughout.

The format of the programs is simplicity itself. Faye Emerson gives the background of the subject and he ("Charlie," etc.) narrates from there with an occasional assist from Miss Emerson.

Fans of quiz and interview shows in which participants bare their souls will like the tear-jerking quality of the government's presentation.

Production cost: $1,000.

Narrator: Faye Emerson.

Produced for U. S. Dept. of Health, Education & Welfare by Columbia U. Center for Mass Communications under supervision of Erik Barnouw; series coordinator: Dorothy Oshlag; music: Edward Vito.

Distributed free through Social Security Administration.

EVEN THE WEARIEST RIVER

TV's first (and perhaps last) western in blank verse, Alvin Sapinsley's "Even the Weariest River," contained many of the elements of Greek tragedy, yet it was little better than the most routine grade "B" horse opera.

Mr. Sapinsley's idea, however, was an excellent bit of experimental television. If the experiment failed to bear fruit, the blame could hardly be that of the players or producers. It's just that Mr. Sapinsley's script failed to support its classic form. (As things turned out, his verse wasn't the only thing filled with blanks, witness a string of corpses numbering eight, four of them on camera.) Though hampered by a limited script, Boris Karloff, Franchot Tone, Lee Grant, and Christopher Plummer managed to turn in some of the most skillful readings of the current tv season.

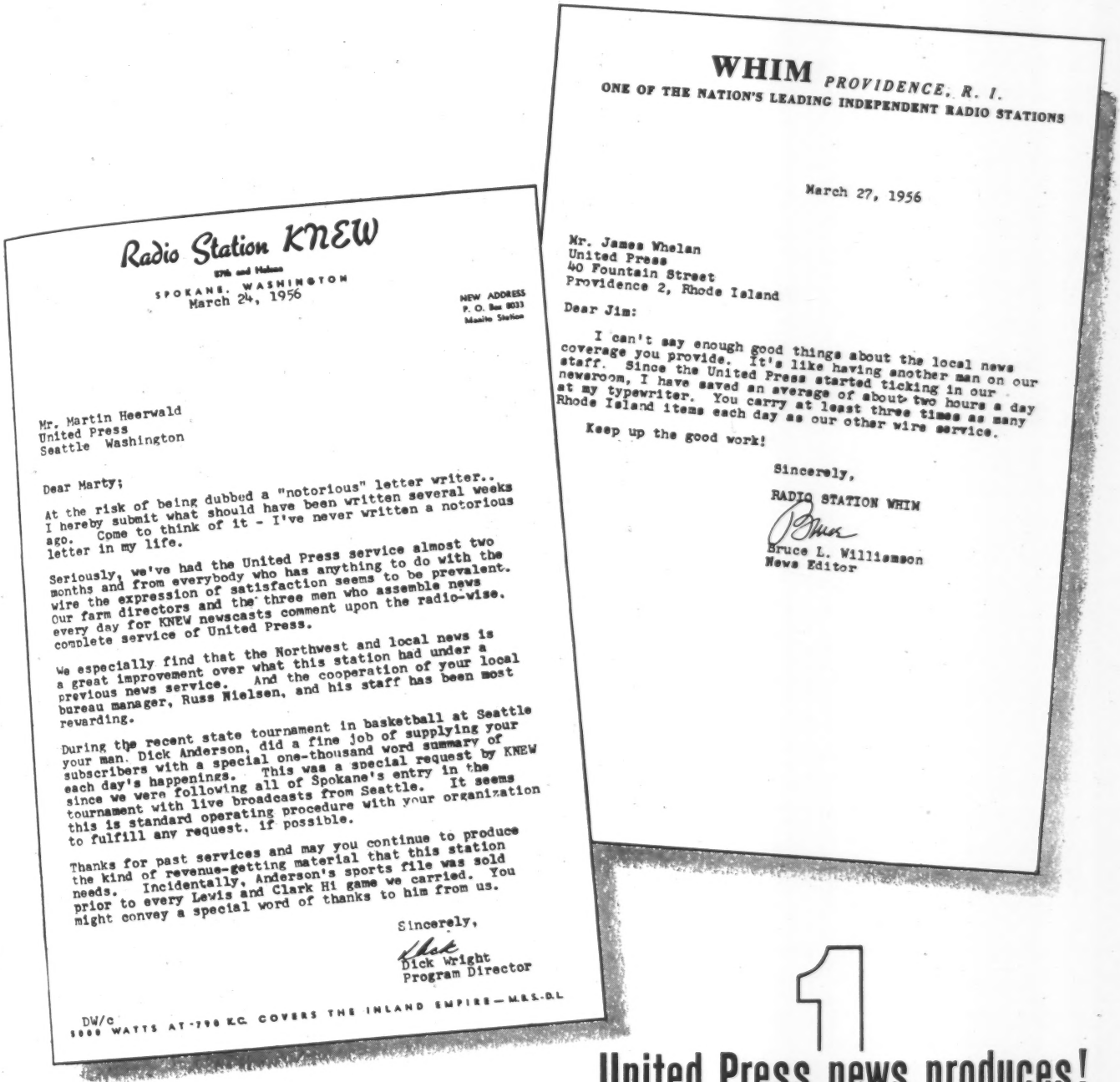
Production Costs: Approximately $40,000.

Sponsored By: Aluminum Co. of America, Pittsburgh, through Fuller & Smith & Ross, New York, on NBC-TV, on alternate weeks (with Goodyear Tire & Rubber Co.), Sun., 9-10 p.m. EST.

Director: Robert Mulligan; producer: Herbert Brodkin; casting: Joan MacDonald.

Cast: Boris Karloff, Franchot Tone, Lee Grant, Christopher Plummer, Frank Overton, Thomas Carlin, Milton Selzer, John Shellie, Jason Robards, Robert Dryden, Frank Marth, Archie Smith.

coast-to-coast



Radio Station KNEW
57th and Haines
SPOKANE, WASHINGTON
March 24, 1956

NEW ADDRESS
P. O. Box 6033
Manito Station

Mr. Martin Heerwald
United Press
Seattle Washington

Dear Marty;

At the risk of being dubbed a "notorious" letter writer.. I hereby submit what should have been written several weeks ago. Come to think of it - I've never written a notorious letter in my life.

Seriously, we've had the United Press service almost two months and from everybody who has anything to do with the wire the expression of satisfaction seems to be prevalent. Our farm directors and the three men who assemble news every day for KNEW newscasts comment upon the radio-wise, complete service of United Press.

We especially find that the Northwest and local news is a great improvement over what this station had under a previous news service. And the cooperation of your local bureau manager, Russ Nielsen, and his staff has been most rewarding.

During the recent state tournament in basketball at Seattle your man. Dick Anderson, did a fine job of supplying your subscribers with a special one-thousand word summary of each day's happenings. This was a special request by KNEW since we were following all of Spokane's entry in the tournament with live broadcasts from Seattle. It seems this is standard operating procedure with your organization to fulfill any request, if possible.

Thanks for past services and may you continue to produce the kind of revenue-getting material that this station needs. Incidentally, Anderson's sports file was sold prior to every Lewis and Clark Hi game we carried. You might convey a special word of thanks to him from us.

Sincerely,

Dick Wright
Program Director

DW/c
5000 WATTS AT 790 KC. COVERS THE INLAND EMPIRE—M.B.S.-D.L.

WHIM PROVIDENCE, R. I.
ONE OF THE NATION'S LEADING INDEPENDENT RADIO STATIONS

March 27, 1956

Mr. James Whelan
United Press
40 Fountain Street
Providence 2, Rhode Island

Dear Jim:

I can't say enough good things about the local news coverage you provide. It's like having another man on our staff. Since the United Press started ticking in our newsroom, I have saved an average of about two hours a day at my typewriter. You carry at least three times as many Rhode Island items each day as our other wire service.

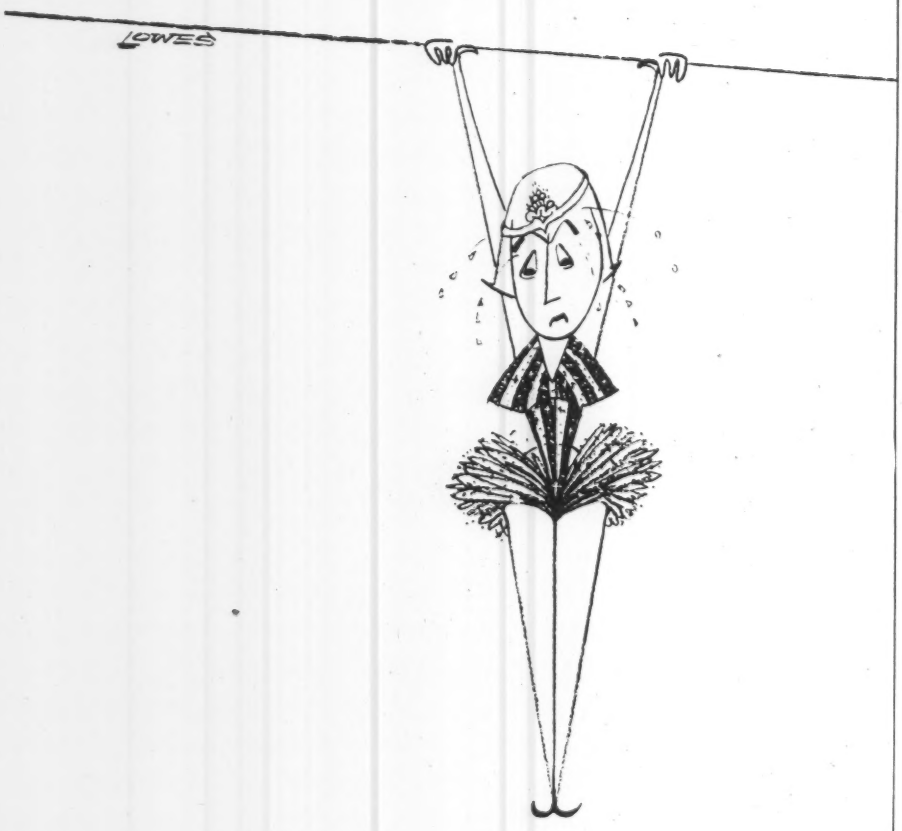
Keep up the good work!

Sincerely,

RADIO STATION WHIM

Bruce L. Williamson
News Editor

1 United Press news produces!



OPEN MIKE

No Contact, No TelePrompTer

In your IN REVIEW column on page 18 of your April 9th issue, your observer mentions under "Seen and Heard" that Patrice Munsel lost contact with the TelePrompTer during her "Thou Swell" duet with Perry Como.

Miss Munsel is a lovely young lady who sings up a storm, and Perry Como is one of this correspondent's favorite performers. However, Mr. Como uses large, difficult-to-handle, old fashioned, ungainly, hard-to-see, inflexible, slow-to-produce cue cards (which doesn't make me stop watching him—it only cuts into my income). We have been completely unable to sell Mr. Como on the wonders, convenience and unlikelihood of "losing contact" with the small, easy-to-handle, modern, convenient, easily seen, flexible, quickly typed TelePrompTer, try as we may.

In short—and not to mince words—TelePrompTer wasn't anywhere near NBC's Century Theatre at the time the contact was lost.

Actually, now that I think of it, thanks for your item, because I will use it as ammunition when I call Lee Cooley, who produces the Perry Como Show.

Don Redell, Network Sales Mgr.
TelePrompTer Corp.,
New York

Awesome Tenacity

. . . I thought your boys did a swell job [OUR RESPECTS, March 5] and I've been surprised at the amount of comment that has reached me from around the country—great proof of the pulling power of B•T.

Incidentally, you might have heard that I refused to give your fellows my middle name. So, like the good reporters they are, they reached out across the country and dug it up. Frankly, I was a little awed at such journalistic tenacity in this day of handouts, and I can only express my admiration for your staff.

Kenneth W. Bilby, V.P.
NBC,
New York

Conversation Piece

EDITOR:

. . . The detail and scope of your article on individual agency spot activity [B•T, March 12] was a complimentary conversation piece in many markets I visited recently on a long trip through the South and Southeast. If that area was an indication of high reading and noting, then it was one of the most discussed articles in the industry. You are to be congratulated.

Donald W. Severn, Mgr.
Media Relations
Ted Bates & Co.,
New York

No Norman, He

EDITOR:

Your story concerning the opening of my Tucson advertising agency [B•T, March 12] is greatly appreciated.

May we offer just one small correction. The name is not "Norman" H. Kimmell, as published, but "Walter" H. Kimmell.

Walter H. Kimmell
Walter Kimmell Adv.
Tucson, Ariz.

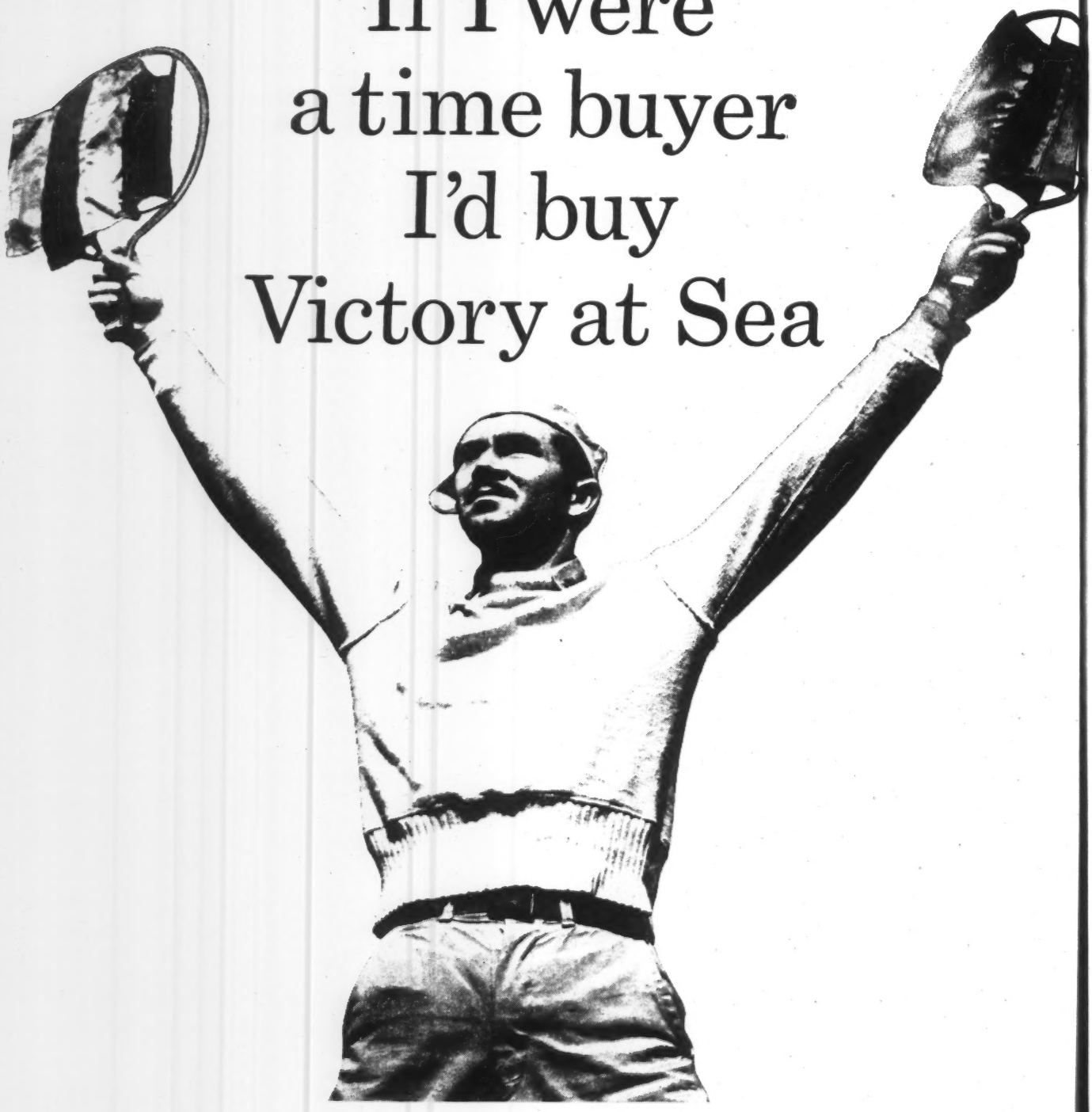
[EDITOR'S NOTE: B•T regrets the inadvertent renaming, thanks Mr. Kimmell for setting the record straight.]

In the Baltimore market
one station*
delivers the most listeners
at the lowest cost per thousand

WFBR

BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

If I were a time buyer I'd buy Victory at Sea

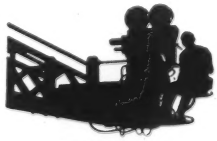


VICTORY AT SEA rules out any possibility of error. This show proves itself *mathematically.*

On second, third and fourth runs, VICTORY AT SEA outrates competition, and at an unusually low cost-per-thousand. Even in a fifth run market VICTORY costs just $1.55 per thousand, per commercial minute. Whenever it is shown, this great sales-building, prestige-building show continues to deliver great audiences for its sponsors *time after time.*

Added to the large, loyal following is the proven ability of VICTORY AT SEA to build prestige for its sponsors and *sell merchandise.* Get all the facts, call today.

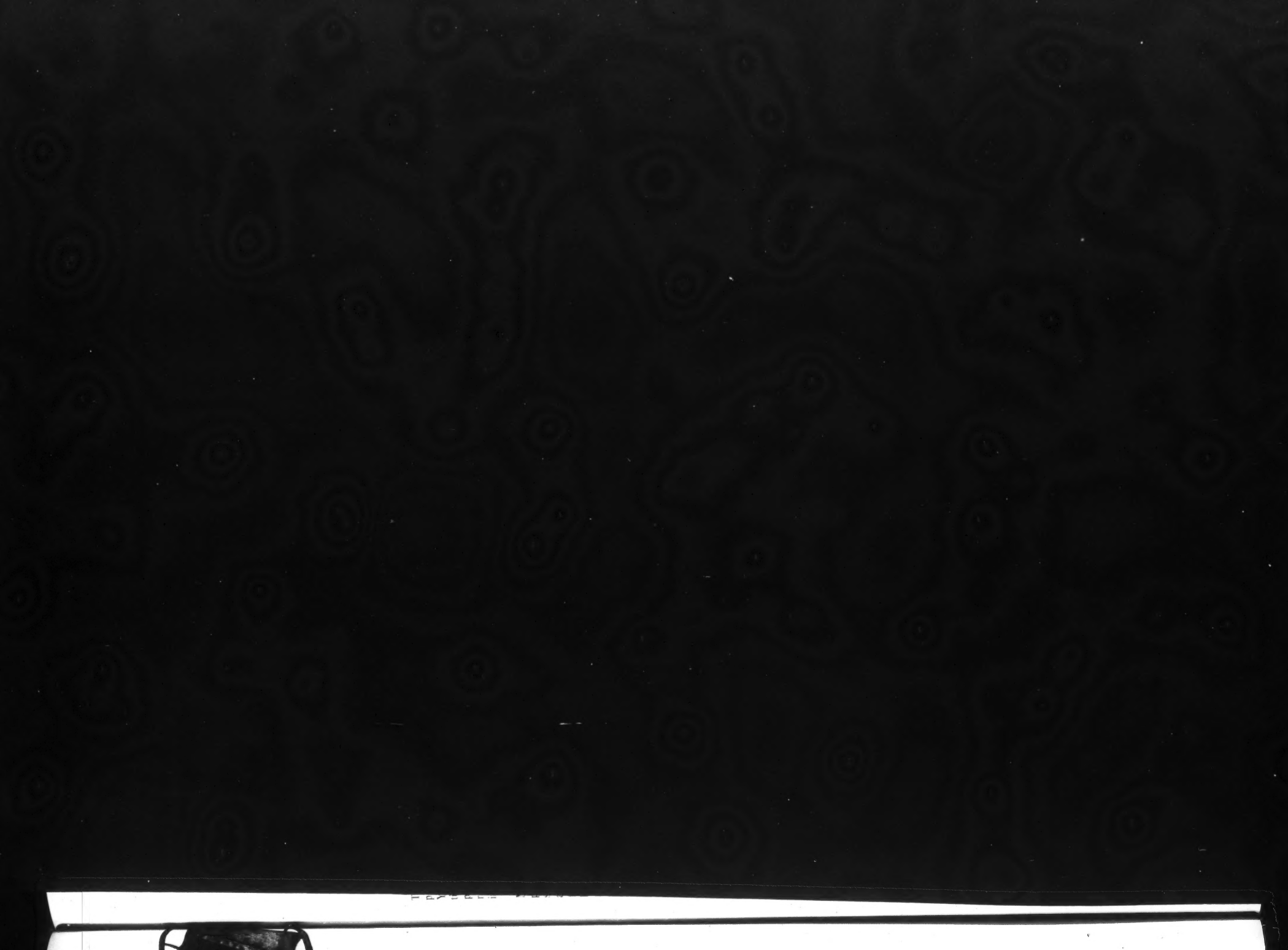
663 Fifth Avenue in New York, Merchandise Mart in Chicago, Sunset & Vine in Hollywood. In Canada: RCA Victor Company, Ltd., Toronto.



Programs for All Stations – All Sponsors

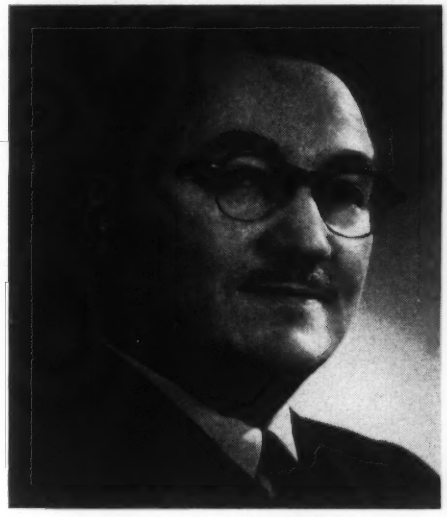
NBC Television Films

A DIVISION OF KAGRAN CORPORATION



our respects

to NORMAN HULBERT STROUSE



THE HIGH ESTEEM that Norman H. Strouse, president of J. Walter Thompson Co., New York, holds for radio and television as advertising media is a sure-fire sign of his catholicity, particularly in view of his predominant experience in the printed media and his long-time interest in incunabula.

The specialized meaning of the latter word, Mr. Strouse confides smilingly, is apt to perplex all but the esoteric, because it refers to specimens of printing and block-graving that appeared before 1500 A.D. But this affinity for printing in its "cradle" days has not blunted his judgment and respect for the media of communications in 2,000 A.D.—radio and television.

Mr. Strouse regards tv as "very important" and points out that J. Walter Thompson is using television in "an ever-increasing volume." Radio, he said, is in a period of rate adjustment and program overhauling to meet the competition of tv and is becoming "more attractive" to advertisers as it adapts itself to changing conditions.

Mr. Strouse's long and distinguished career in advertising began when he answered a "blind" newspaper ad. Born in Olympia, Wash., on Nov. 14, 1906, Norman Hulbert Strouse accepted a position as a stenographer with a local company after his graduation from high school in 1924. He did not attend college. The following year, eager to "spread his wings" in a larger city, young Norman (not yet 19) replied to the newspaper advertisement and obtained a position as secretary to the advertising manager of the *Seattle Post-Intelligencer*. He left the newspaper in December 1928 as assistant national advertising manager to begin a long-standing association with the J. Walter Thompson Co. His first position at JWT in January 1929 was that of assistant space buyer in the San Francisco office.

In 1930, Mr. Strouse was advanced to space buyer for the agency and in 1936 was named an account representative for Shell Oil. He handled that account for six years until 1942, when he was promoted to assistant Pacific Coast manager. Late in 1942, Mr. Strouse enlisted in the Air Corps.

In 1945 Mr. Strouse returned from service to the Detroit office of JWT as an account representative on the Ford account. In 1946 he was elected a vice president of the agency and in 1948 was appointed manager of the Detroit office. He has been a director of JWT since 1950. Last June 29, Mr. Strouse was elevated to his present position of president of J. Walter Thompson and moved to the agency's New York headquarters.

His administrative duties are varied as chief executive of an agency that maintains 41 overseas and domestic branches, employs about 4,000 persons and grossed billings of approximately $225 million in 1955 ($58 million in radio-tv).

On media selection for JWT accounts, Mr. Strouse reveals, radio and tv "by no means fit the requirement of every account—but we take the point of view that tv is so important a medium that it should not be excluded from consideration on any account. We are building our tv-radio staff to meet the maximum requirements of these media." He feels that television can be highly effective in the durable goods field, particularly automobiles, when a mass market is the target.

"Our research shows," Mr. Strouse revealed, "that tv can perform an effective job for automobiles. Our local dealer committees feel tv, as well as spot radio, do a fine job and put a substantial portion of their budget into these media. For an auto that is mass-marketed, like Ford or Chevrolet, we feel that tv is an important medium, which will become even more important as we move into color."

Mr. Strouse is no Johnny-come-lately on the tv bandwagon. He was responsible for Ford's first investment in tv back in 1946-47 when the company sponsored *Madison Square Garden*, which was presented in New York and fed to Washington, Philadelphia and Schenectady. He believes that Ford was the first automobile sponsor in television.

Mr. Strouse is a tall, relaxed individual, who speaks quietly and confidently as he puffs his pipe. It seems entirely characteristic that he is a devotee of incunabula (that word again!). He likes to attend auctions where early manuscripts are sold and has a collection of "a few dozen." Mr. Strouse has his own hand press and prints out-of-date manuscripts and letters from friends that he particularly enjoyed. Another of his favorite pastimes is collecting Wedgewood china.

For several years, Mr. Strouse was on the board of governors of the San Francisco Chapter of the Assn. of American Adv. Agencies and during his tenure in Detroit, he was vice president and a director of the Detroit United Foundation and a vice president of the Detroit Central Business District Assn. He is chairman of the executive committee of the National Outdoor Advertising Bureau.

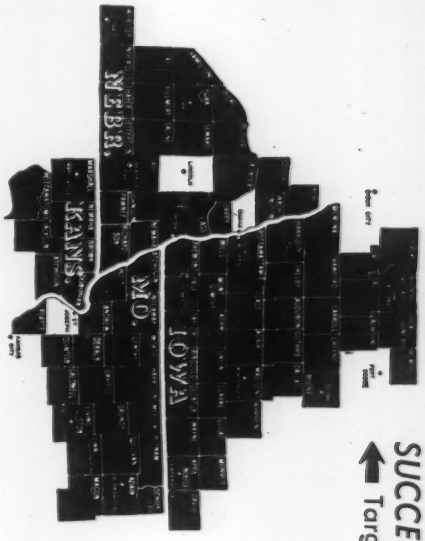
In 1946, Mr. Strouse married Mrs. Charlotte Holt of Detroit. They have three children—Mrs. Patricia Newell of New York; Mrs. William H. Edwards of Cincinnati and Stanley Holt, who is beginning his advertising career with R. L. Polk & Co. in Detroit. Mr. and Mrs. Strouse make their home in mid-Manhattan.

He is a member of the Sleepy Hollow Country Club, Tarrytown, N. Y., where he plays golf, and the Grolier Club in New York, where "incunabulaphiles" gather.

SUCCESS STORY!

ONE RADIO SPOT ON KMA MOVES $17,132.50 IN MERCHANDISE

Target Area



Sounds phenomenal, doesn't it? But that's what happened when KMA's Farmers Wife delivered a Gooch's Premium offer.

Speaking of success stories, here's one to go with the all-time great ones of radio history!

On Leap Year's Day, Feb. 29, KMA's Farmers Wife, Florence Falk, told her listeners that each of them who would send in 40 Gooch Red Circle points on that day, only, would get a pair of Nylon hose. (Gooch puts the circles on their merchandise; flour, spaghetti, macaroni, and others.)

KMA was swamped with 3,115 requests for the hose, following the one-minute pitch on the Farmers Wife show, heard every weekday 10:30-11 a.m. direct from the Iowa farm home of Florence Falk.

Folks at Gooch Milling Company (Lincoln, Nebraska) estimate customers purchase a minimum of $5.50 in merchandise to accumulate 40 red circles. If you multiply $5.50 times 3,115 requests, it represents purchase of $17,132.50 in Gooch products.

The sponsors are very happy . . . and your clients can be, likewise. Contact your Petryman or Harold Arkoff, KMA sales manager, for availabilities in this dynamic, action-compelling program, the only one of this type in Midwest radio.

K M A RADIO

960 KCs 5000 watts

SHENANDOAH, IOWA

From the Freedoms Foundation at Valley Forge 1955 Awards Report.

"The awardee (s)...were selected by the distinguished awards jury for their outstanding work for freedom, from multi-thousands of nominations submitted by the general public for evaluation."

For outstanding achievement

We are proud to announce that The Freedoms Foundation at Valley Forge has honored the Storer Broadcasting Company by presenting it the George Washington Honor Medal for the Storer 'Americana' trade paper advertising campaign, "Famous on the Local Scene, yet known throughout the Nation." We are humble in the knowledge that this is the first time a broadcasting company has been so honored.

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WBRC-TV	KPTV	WGBS-TV
Toledo	Cleveland	Detroit	Atlanta	Birmingham	Portland	Miami

WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
Toledo	Cleveland	Detroit	Atlanta	Birmingham	Wheeling	Miami

SALES OFFICES

TOM HARKER—vice-president in charge of sales
BOB WOOD—national sales manager
118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

CASE HISTORY—FOOD

Folger Doorbell Ringers Ring Up Sales With Radio

Eight years ago, a weak fourth; today, a strong first place in coffee sales.

That's the success story of Folger's Coffee in Southern California. And a success story for Southern California radio, according to Larry Moore, sales manager of the Folger Coffee Company.

"Radio has received an increasing share of our Southern California budget, until today it is our dominant medium," states Moore. "Our year-round news program has been supplemented with increasing frequency by periodic Doorbell Ringing Promotions in which we award Westinghouse appliances. This year we are buying the greatest saturation radio coverage in our history, just as sales are also highest in our history."

KBIG has carried the Folger story to all of Southern California for the past three years, through the Raymond R. Morgan advertising agency.

Huge, sprawling, rich Southern California can be reached best by radio . . . KBIG plus other stations, if like Folger's, you want 100% dominance; KBIG alone, if you want greatest coverage at lowest cost-per-thousand-listeners.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

HARRY LANGE

film maker

"QUALITY CONTROL" in film-making has long been the key factor for Midwest recognition of the talents of Harry Lange in producing prize-winning television commercials.

A production veteran for nearly 25 years, Mr. Lange left Sarra Inc. as Chicago general manager Jan. 3 to become executive vice president and general manager of Kling Film Enterprises' Chicago studio operations.

Mr. Lange is a stickler for "stylism" in tv commercial production and his emphasis on quality has paid off through the years in awards from the Chicago Federated Adv. Club, Art Directors of Chicago and others.

Young Lange dabbled in photography at the age of 12 while attending Lane Technical High School in Chicago in 1920. He joined the Fulton & Lawson photographic studios in 1924 and four years later helped start a new studio with one of the partners, specializing in illustrated photography, portraits and printing.

He subsequently joined Sarra Inc. as a photographer and photographic printer. He left Sarra in 1935, "to get out of the darkroom," as he put it, and became associated with Vocapix, pioneer production firm, becoming head photographer on slide films. Then he moved to Essanay (Sporr & Ahve) on motion picture activity for two years. In 1937 Sarra beckoned again—it wanted a man to start a slide film department. He became production manager in 1939 and head of Chicago studio operations in 1952.

Mr. Lange won (for Sarra) awards from the CFAC and the Art Directors of Chicago for tv commercials on behalf of Grennan cakes, Swift & Co., Armour & Co., Jules Montenier Inc., Duncan Hines and McLaughlin's Manor House coffee. (Perhaps his most famous: the Dorothy Jarnac spot for Stopette; his proudest: *Billboard* magazine's award [two consecutive years] for highest quality tv commercials.)

He believes the tv commercial is "no place for the client to skimp on cost" once he has committed himself to tv.

The Kling Film Enterprises branch of Kling Studios is ready, willing and able to go into color tv commercials when the market is "cracked," according to Mr. Lange. "Color will add terrifically to television, he reasons.

Mr. Lange, a native of Chicago (born Aug. 12, 1908, and a resident of suburban Winnetka), recently was central section membership director of the Society of Motion Picture & Television Engineers and belongs to several other groups.

Guest Arrived
Performer dead,

Forgot the name
Was her face red!

BUT - not with
TELEPROMPTER SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WIBW-TV
Channel 13
Topeka, Kansas

KFXJ-TV
Channel 5
Grand Junction, Colorado

Trademark Registered U.S. Pat. No. 2853973 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

● ONE OF A SERIES

PRIME MOVER*

Any campaign in Greater New Haven, be it a commercial product, or a community improvement, finds WAVZ in the lead . . . finds WAVZ producing dramatic results all the way to a successful conclusion.

*"*The most effective force in any undertaking.*"

— Webster's New International Dictionary

Representatives: **National: Forjoe**
New England: Kettell-Carter

WAVZ
24 HOURS A DAY
1000 WATTS

152 TEMPLE STREET, NEW HAVEN, CONN.

Daniel W. Kops, Vice-President and General Manager ● Richard J. Monahan, Commercial Manager

The Coat's Okay . . . BUT

How does the ENTIRE

IN OKLAHOMA CITY, BOTH WKY-TV AND THE 2ND STATION BASE THEIR RATES ON THE MARKET AREA!

AS ALWAYS, IN THE 30-COUNTY A.R.B. SURVEY

WKY-TV IS FIRST!

(Survey subscribed to by the 2nd station also.)

IN DAYTIME

(All quarter-hours from 6:45 am to 6 pm M-F)

WKY-TV leads in 124 periods. 2nd station in 101 periods. (Yes, this includes the 20 periods they lead with Mickey Mouse.)

IN NIGHTTIME

(All quarter-hours 6 pm to sign-off — 7 days a week)

WKY-TV leads in 99 periods. 2nd station in 65 periods. (and there are three ties.)

IN LOCAL LIVE PROGRAMING

(1st in the *hearts* as well as the eyes of the entire market)

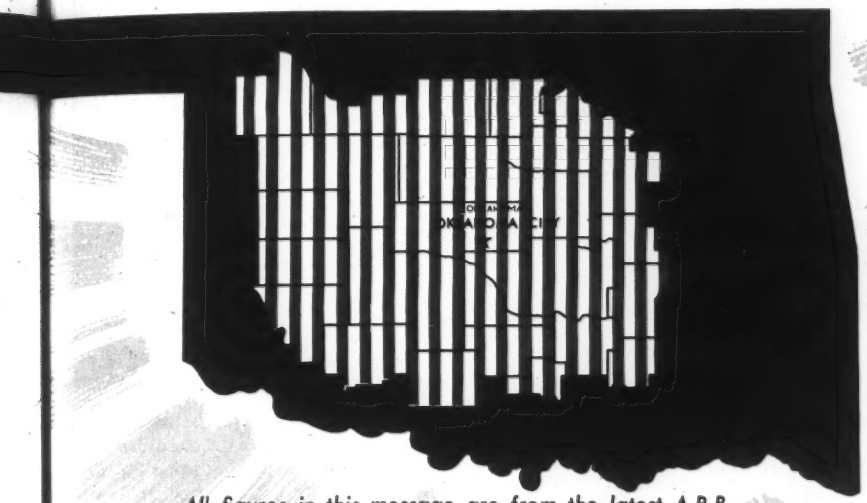
WKY-TV's leading periods include 56 local live shows. 2nd station only 2 local live shows.

Perhaps, this local live superiority is more revealing than anything else. Programs come and go, but this close feeling between Oklahomans and the staff of WKY-TV is a measurement of authority and community standing,

AND HAS A DIRECT RELATIONSHIP TO SELLING POWER.

Represented by the **Katz Agency**

COVERAGE LOOK?



All figures in this message are from the latest A.R.B. Area Audience Survey, (Jan. 31-Feb. 6, 1956) covering the 30 counties shown on this map. No special time periods were selected — and no time period was included during which WKY-TV was on the air, and the second station was not!

Channel 4

WKY-TV NBC ABC

THE NATION'S *FIRST* COLOR TELEVISION STATION

© OKLAHOMA CITY

Less than ⅓ of the Oklahoma City television market is in the "metropolitan" Oklahoma City area. Look at the station standings in the entire market and you'll find WKY-TV—as always—is the 1ST station.

BOB POOLE...

sellingest salesman
in these parts . . . and
top market* in the Carolinas.

6 to **10** every morning

GREENSBORO N.C.
WBIG
CBS Radio Network
1470 KC | 5000 WATTS

Hollingbery,
National Representative

*Sales Management
Survey of Buying Power

MILESTONES

WDAY Fargo, N. D., is celebrating its 25th year as an affiliate of NBC. At a special ceremony in the WDAY studios, Robert Aaron (r) of NBC's station relations staff, presents the station with a 25-year award of merit plaque. Accepting for WDAY is the station's founder and president, Earl C. Reineke.

F. E. FITZSIMONDS (l), executive vice president of Meyer Broadcasting Co., and R. W. MacLeod, KFYR Bismarck, N. D., station manager, adjust the silver plaque awarded the radio station for 25 years' affiliation with NBC. The plaque was presented in special ceremonies by Robert Aaron, NBC station relations representative, New York.

► KLZ Denver, Colo., has observed its 34th birthday.

► WOW Omaha, Neb., has observed its 33d birthday.

► WDOD Chattanooga, Tenn., has marked its 31st birthday.

► KUTTNER & KUTTNER, Chicago advertising agency, celebrated its 23rd anniversary.

► JOHN HARRINGTON, sports director WBBM Chicago, celebrating his 20th anniversary with that station.

► WTOL Toledo, Ohio, has celebrated its 18th anniversary.

► WMT Cedar Rapids, Iowa, has marked the 10th anniversary of its farm scholarship program.

► NBC-TV's *News Caravan* program has marked its eighth anniversary.

► KPUG Bellingham, Wash., has marked its eighth anniversary.

In Omaha, WOW-TV – By a LANDSLIDE!

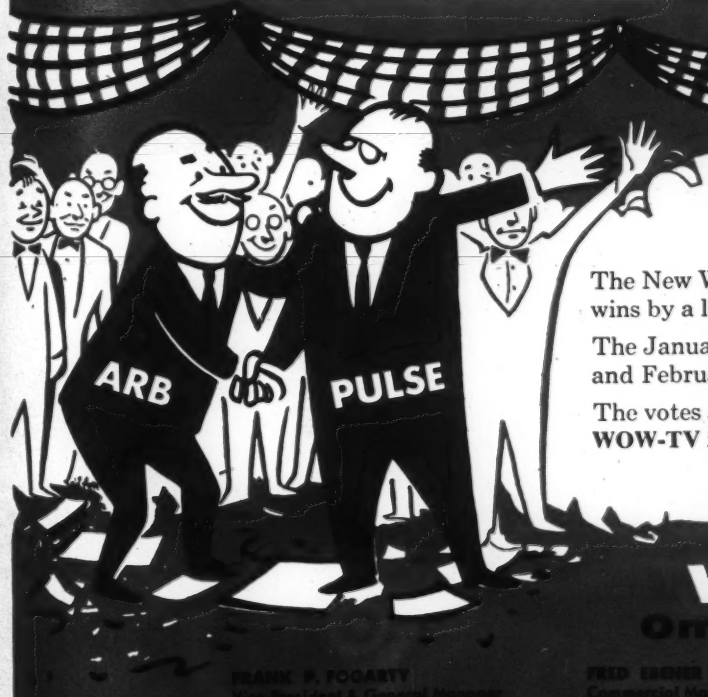
QUARTER HOUR FIRSTS

	WOW TV	OTHER STATION
PULSE	193	97
ARB	265	192

Because Pulse lists average rating for each Mon.-Fri. daytime quarter hour, it reports less total quarter hours than ARB.

TOP 15 SHOWS

	WOW TV	OTHER STATION
PULSE	11	4
ARB	13	2



The New WOW-TV—CBS-TV ticket wins by a landslide!

The January Pulse (seven counties) and February ARB (Omaha & Council Bluffs) agree!

The votes are counted, and **WOW-TV is No. 1!**

WOW-TV
Omaha, Channel 6 CBS

FRANK P. FOGARTY, Vice President & General Manager
FRED EBENER, Commercial Manager
BLAIR-TV, Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

Positively Phenom

"The Man Called X"

STARRING

BARRY SULLIVAN

Based on material from the files of one of
AMERICA'S FOREMOST INTELLIGENCE EXPERTS!

X DANGER is his constant companion!
X SECRECY is his way of life!
X THE WORLD is his field of operations!

SELLING FOR DISTINGUISHED SPONSORS
in an impressive list of markets!

You'll find "X" selling for leading advertisers like **BUDWEISER** in Chicago, **BLATZ** throughout Wisconsin, **MARINE BANK** in Buffalo, **CHASE FEDERAL** in Miami, **GENERAL CIGAR** in Schenectady, **ALKA-SELTZER** in San Francisco. Utilities like **EDISON ELECTRIC** in Los Angeles, **DUQUESNE** in Pittsburgh and a lengthy list of other satisfied sponsors in single and multiple market areas across the country.

ZIV HAS THE HOT SHOWS!

"Mr. DISTRICT ATTORNEY"
Starring
DAVID BRIAN

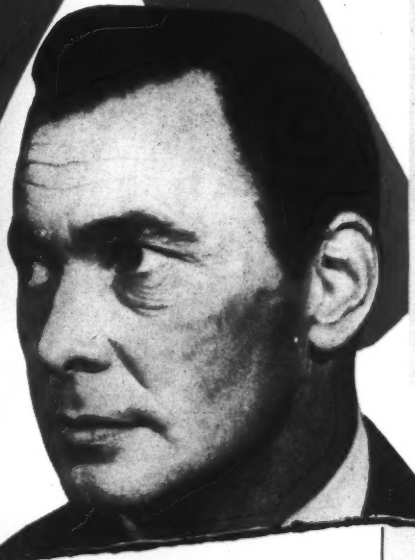
60.3
in 2-station
CHARLOTTE
beating Arthur Godfrey, $64,000 Question, What's My Line, Disneyland and many others.
PULSE Jan. '56

"SCIENCE FICTION THEATRE"
All-Star Hollywood Casts

33.7
in 3-station
PORTLAND
beating Groucho Marx, Dragnet, Perry Como, Ch... max and many others.
PULSE-Feb. '56

omenal Ratings!

"X"



Phenomenal is putting it mildly. Never has a new series zoomed off to such a sensational start.

RATINGS LIKE THESE ARE BREAKING THE HEARTS OF SPONSORS OF MANY LONG-ESTABLISHED SHOWS!

25.2
in 2-station DAYTON
beating Fireside Theatre, Producer's Showcase, Four Star Playhouse, Studio One, Kraft TV Theatre, Robert Montgomery Presents and others.

24.8
in 3-station COLUMBUS
beating Kraft TV Theatre, Sid Caesar, Ford Theatre, Ozzie and Harriet, Phil Silvers Show, Medic, Robert Montgomery Presents and others.

27.3
in 4-station TOLEDO
beating Groucho Marx, Disneyland, Sid Caesar, Dragnet, Phil Silvers, What's My Line and others.

23.4
in 4-station PHOENIX
beating Dragnet, Jackie Gleason, Ford Theatre, Arthur Godfrey, Climax, Phil Silvers and others.

28.5
in 3-station SOUTH BEND-Elkhart
beating Dragnet, Groucho Marx, Jackie Gleason, Disneyland, This Is Your Life, Sid Caesar and others.

29.6
in 2-station ALBANY-Schenectady-Troy
beating $64,000 Question, Disneyland, Phil Silvers, Studio One, Jackie Gleason, Climax and others.

ARB—Feb. & Mar. '56

Ask us to show you the complete list of national favorites beaten by "X". Phone or wire collect, today!

"I LED 3 LIVES"
Starring **RICHARD CARLSON**

27.6
in 2-station BOSTON
beating Milton Berle, Gunsmoke, Godfrey's Talent Scouts, Studio One and many others.
ARB, Jan. '56

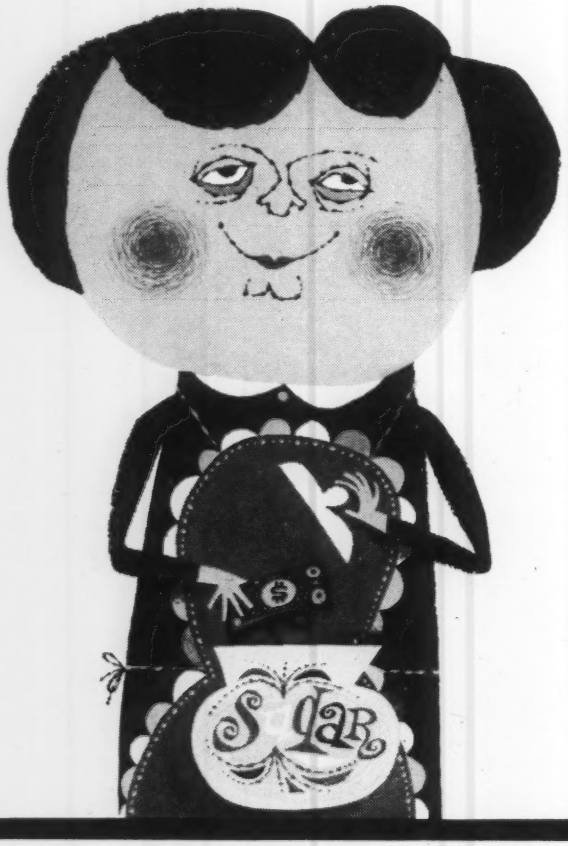
"HIGHWAY PATROL"
Starring **BRODERICK CRAWFORD**

32.9
in 4-station SEATTLE-TACOMA
beating I Love Lucy, Ed Sullivan, Groucho Marx, Dragnet and many others.
ARB, Jan. '56

ZIV Television

CHICAGO · CINCINNATI · HOLLYWOOD · NEW YORK

CAPITAL BOOM . . . . . ! IN FAMILY INCOME



Capital cupboards are brimful of the sweetest larder of all . . . *money!* The average Washington family has more income than ever to spend, and to spare.

Washington's population swells. Business, building and industry expand in every direction. *Average effective buying income, up 34% in five years, is now a potent $7,781 per family . . . unmatched by any other market in America!*

Advertisers have found the way to keep pace with their customers in the nation's Capital. In five years, they have *doubled* their investment on WRC and WRC-TV. And their vote of confidence continues. During the first quarter of 1956, advertising revenue on the stations shot up at a faster rate than ever!

To make the most of Washington's great and growing wealth, more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

April 23, 1956 Vol. 50, No. 17

LITTLE AMPEX STEALS SHOW FROM ELECTRONICS GIANTS

- **Tv tape recorder catches convention fancy—and orders**
- **Even outbidding color tv developments in capturing attention**
- **As 4,500 delegates attend record NARTB sessions in Chicago**
- **Call for voluntary policing of air sounded in all quarters**
- **While FCC Chairman McConnaughey calls for 'crash' uhf program**

A SPINNING cylinder and a spool of tape turned last week's NARTB convention into a marketplace for the sale of television recording equipment.

Over 4,500 broadcasters and executives from related industries left Chicago at the weekend after watching a small equipment firm—Ampex Corp.—leave electronic giants far in the rear.

These delegates saw Ampex lead what was described as the most impressive array of new electronic devices in the industry's history—dozens of major contributions to technical history as well as countless unspectacular but practical additions to studio and transmitter facilities.

Ampex entered the convention as one of a hundred exhibitors. It now has around 80 orders for tv tape devices costing $45,000-75,000—backlog that will keep it busy far into 1957.

(For full Ampex report see page 84.)

Tv station operators watched this surprise apparatus in operation, contemplated a hundred uses that will profoundly change programming techniques and figuratively fought to get in early with their orders for the protoype console models or the production units that will be available early next year. They showed more interest in tv recording than in the newest color television developments.

As frequently happens at NARTB conventions, the prepared agenda yielded to unbilled developments in capturing the interest of delegates. The formal talks and panels were well attended. They produced important information and serious warnings that station operators conceded they must heed.

The frequent references to public criticism and government threats were mindful of the post-World War II atmosphere that preceded FCC's issuance of the historic Blue Book. President Harold E. Fellows and Robert E. Kintner, ABC president who received the association's keynote award, led a list of speakers who called for a sober examination of individual station programming and commercials lest congressional or FCC retribution lead to stronger federal regulation.

A number of important developments came out of the five-day meeting and the pre-convention sessions. They included:

• Strengthening of affiliate and network ties in a common effort to resist government and intra-industry moves that threaten the way they conduct their business.

• Preview of the 1956 Presidential campaign, with indication that radio and tv will be the main party weapons in the battle to sway votes.

• Formation of a vhf station protective group and an association of fm operators. These units will defend their respective stations from those who could cramp their facilities.

• Emergence of color tv as a fulltime station service at WNBQ (TV) Chicago, with daily network program service assured by autumn and the promise of full-speed-ahead production of $500 color receivers.

• Realization that NARTB's simultaneous conventions—management and engineering—have outgrown the auditorium capacity of the world's largest hotel.

• Fatherly suggestion by the FCC, sitting unofficially *en banc*, that broadcasters take advantage of their right to editorialize.

• FCC acceptance of the principle that a public service program is a public service program whether sustaining or sponsored.

• FCC Chairman George C. McConnaughey's suggestion that the industry provide talent for a crash program of uhf research following refusal by the Office of Defense Mobilization to provide additional vhf channels.

• Unveiling of improved uhf equipment, including a General Electric Co. miniature ceramic tube designed to solve the tuning problem in uhf converters and all-wave television receivers.

• Call for a new measuring system that will truly reflect radio's appeal in the light of modern saturation and package techniques.

All NARTB conventions emphasize sales and service techniques and the current meeting was no exception. Radio Advertising Bureau and Television Bureau of Advertising staged clinics that acquainted delegates with new methods and arguments on behalf of the two media. Their presentations demonstrated the progress made in organized industry selling since this function was separated from NARTB. Oliver Treyz, TvB, and Kevin B. Sweeney, RAB, respective presidents of the sales organizations, led the clinics.

A new convention feature that evoked popular response was the first labor clinic. Here broadcasters had a chance to match problems and ways to handle them, meeting in a closed session.

Official convention registration totaled 2,062 on the final day, with a few delegates not included in the computation. Of these, 1,670 were registered at the management conference and 392 at the engineering conference. Added to these delegates were 300 wives, 1,500 exhibitor badges and 110 press passes plus several

AMPEX CAPTURES THE CONVENTION

THIS is what caused all the commotion at the NARTB convention last week. Here Phillip Gundy, manager of the audio division for Ampex Corp., shows the new video tape recorder to CBS-TV affiliates, all obviously pleased with what they see.

hundred persons who participated unofficially. In addition there were hospitality suites and others that brought the total beyond 4,500, according to Everett E. Revercomb, NARTB secretary-treasurer, and William L. Walker, registration manager. (The 1955 convention in Washington drew 1,700 registered delegates plus 300 women who took part in special programming.)

Many exhibitors reported unprecedented traffic last week and the best business in history. One exhibitor occupying small space did more than $5 million in business. Several of the exhibitors described the show management as highly efficient and praised the way George Gayou, professional industrial show manager, handled the complicated exposition. Exhibits were placed in the lower lobby, mezzanine and

FIRST to register for the 10th annual broadcast engineering conference was Ed Lockwood, chief engineer of WGBS Miami, Fla. Signing him in is Bill Walker, NARTB assistant treasurer.

the fifth and sixth floor sample rooms. The Advertising Council and NARTB cooperated in a public service display that showed broadcasters how they are bringing helpful messages into the nation's homes.

Aside from the usual minor incidents, the convention produced few controversies. Network affiliate groups held helpful meetings as did Daytime Broadcasters Assn., Community Broadcasters Assn. and many others.

Unofficial convention discussions were topped by the network-affiliate issues. They referred frequently to the Senate committee testimony of Richard A. Moore, KTTV (TV) Los Angeles, who had pointed to what he considered objectional features of network operations and ways to change them. Station operators talked in large and small groups about the problem of answering the Senate Commerce Committee's questionnaire, due May 7, and what many felt were "loaded" questions.

The convention got off to a sour start for some of the delegates because the Conrad Hilton had greatly oversold its room capacity, NARTB staffmen said. Those with repudiated reservations wound up at the Palmer House, another Hilton hotel, or elsewhere in the city.

With RCA providing the push, color television joined black-and-white as a new type of tv service. Opening of fulltime color service on NBC's WNBQ (TV) April 15 was attended by large numbers of delegates while others watched the historic event on RCA color receiving sets placed in numerous Conrad Hilton Hotel suites.

New color apparatus was shown in exhibits, with color studios in actual operation. Major transmitter manufacturers showed their latest developments. A number of the engineering conference technical papers dealt with color and a color panel discussion was held Wednesday morning. Curiously, a substantial number of delegates who took part in the tv code and tv film discussions Wednesday morning left the room when the color panel started. Rate card practices for color were discussed by panelists.

Broadcasters spent a lot of time tinkering with the running dials of the color receivers. RCA indicated it would have its sets in the $500 class, and indicated its faith in the new medium by revealing the extent of its factory production. Admiral announced a $500 color receiver and Sears came out with a set priced around $600.

POLITICS AND RADIO-TV

While broadcasters heard from President Eisenhower's news secretary, James C. Hagerty, that electronic media will form the nucleus of the fall political campaigning, they got only a few hints about the way Republicans will use the medium. J. Leonard Reinsch, Cox stations, who is Democratic radio-tv adviser, was equally careful not to spill advance tips on that party's plans.

The conventions in August will take place in auditoriums rebuilt into television studios. Such new devices as Philco's miniature magnetic receiver and RCA color gear will be used by networks and stations. Mr. Hagerty jovially pleaded with Mr. Reinsch to get the Democrat's convention over within a few days, otherwise there would develop a coverage and overlap problem that would require ingenious handling.

President Eisenhower sent a terse greeting to the convention, recalling his talk to the 1955 convention in Washington. This brief telegram was in contrast to his full participation in the American Society of Newspaper Editor's convention Saturday night in Washington, the scene of a major presidential speech on foreign affairs.

Sherman Adams, assistant to the President, sent a letter voicing appreciation for broadcasters' "consistent and generous assistance given vital government information programs."

The seven members of the FCC offered carefully-considered opinions on a number of industry and regulatory subjects at the Tuesday afternoon joint management-engineering regulatory panel. With President Fellows as moderator, the commissioners each answered one prepared question. When the format was shifted to town-meeting style, the discussion loosened up and the commissioners swapped ideas with broadcasters and with each other on such matters as editorializing, renewal forms and public service programming.

Most dramatic event of the session was Chairman McConnaughey's call for an industry-aided "crash program" of uhf research. Westinghouse and others quickly volunteered to supply technical talent. Commissioners appeared deeply concerned over uhf and whatever solution they eventually will offer to work out the economic and coverage problems of uhf vs. vhf stations.

Representatives of the FCC's network investigation committee as well as the Senate Commerce Committee were at the convention, surveying the scene and conferring informally with delegates. It could be they encountered some delegates who were mighty unhappy about the Senate group's questionnaire dealing with station-network relations, but broadcasters indicated they will cooperate as well as possible in view of the relatively short time allowed for response.

THE TECHNICAL SIDE

Important technical progress, reflected in the exhibits and engineering conference papers, yielded to the dramatic Ampex Corp. tv tape recorder. Notable devices such as RCA's lenticular color film process and color tv itself were overshadowed by the tv tape recorder with its enticing prospects (equipment story, page 40). General Electric Co., for example, showed automatic control devices and Philco displayed a magnetic receiver no larger than a cigarette lighter for special use at events such as political conventions.

Radio equipment shared delegate interest as several firms showed more efficient transmitters and associated gear. An entire day of radio technical problems featured the engineering conference. The tv displays offered new ways of solving the technical problems centered around Daylight Saving Time. Many pieces of apparatus on display were described in detail at the engineering sessions. This conference drew nearly 400 registered delegates and was the most successful since the plan was started a decade ago.

THE COMPETITION IN SALES

Competitive selling clinics were staged by Radio Advertising Bureau and Television Bureau of Advertising. The radio session wound up the convention business Thursday. Taking

FIRST associate member to register for the convention was Frank O'Donnell, advertising and promotion manager of RCA Recorded Program Services. Here he picks up his convention credentials from Carmellita Marquart of the Chicago convention bureau.

the theme "Radio, Best of the Big Four," RAB principals appeared in overalls to carry out a country-boy message.

Data and arguments were offered to show radio is better than newspapers, magazines and television. Such advantages were cited as pinpoint audience, low cost-per-1,000, flexibility, widest mass medium plus a series of supporting success stories. Advertisers want to know what they get out of saturation packages, it was explained in a research discussion, and an appeal was made for development of a rating technique that will truly reflect radio's impact.

TvB fired back at newspaper criticism of

McCollough's Farewell

AFTER more years of NARTB board service than anyone had taken the trouble to calculate, Clair R. McCollough, Steinman stations, retired from the association's Tv Board Wednesday. He has served two years as Tv Board chairman. Addressing the opening television membership meeting Wednesday morning, he warned that the industry "must wage a constant fight to prevent further regulation" and called on all stations to subscribe to the NARTB code. He said pay-tv "affects the very philosophy of American free broadcasting and must be actively opposed by every thinking broadcaster."

the medium. A new study showed that people spend five times as much time with tv as with newspapers and it was explained that tv has ousted newspapers as the top medium for national advertisers.

Three significant developments marked the convention, from an organizational viewpoint. First, sufficient petition signatures were secured to ask for a re-vote to eliminate eight at-large radio directors (see below).

Second, the formation of a separate fm association is designed to give these stations more strength in looking after their rights. The association itself, of course, cannot enter situations where fm is involved if this might jeopardize the rights of the membership as a whole.

Third, C. E. (Uncle Bee) Arney, secretary-treasurer since 1939, was accorded a stirring convention tribute as he wound up his service and prepared to retire in the summer.

NARTB to Vote Again On At-Large Members

MEMBERS of NARTB will have a chance to vote again on the bylaws change that eliminates the eight at-large members of the board of directors. Petitions calling on the board to order a second election were circulated last week at the Chicago convention and the necessary 50% of the membership signed the documents.

Next step, it was indicated, will be to submit the petitions to the NARTB Radio Board at its June meeting in Washington. The board then would order a new mail ballot on the question of eliminating the at-large directors (two each for large, medium, small and fm stations).

The winter ballot calling for elimination of the at-large board members at the 1957 convention was passed by a narrow 5-4 margin, believed to be the closest bylaws vote in association history.

Move to demand a second vote on the change developed last March at a meeting of the fm committee, members contending they would lose their board representation and at the same time face a higher voting ratio by the network members of the radio board. There was suggestion, too, that removal of at-large directors was only the first step toward reduction of the board to eight regional and the directors representing individual networks. The convention's fm session took up the issue and soon clear-channel support was added.

In calling for the bylaws ballot last January, the board had explained that its size was unwieldy, consisting of 17 district, 8 at-large and 4 network directors. Richard M. Brown, KPOJ Portland, Ore., was chairman of a special committee that studied the subject and recommended elimination of the at-large classification.

MORE PEOPLE SPEND MORE TIME WITH TV THAN THEY DO WITH NEWSPAPERS, TvB SAYS

Broadcasters cheer as TvB unveils special Chicago study evaluating quarter-hour viewing vs. newspaper reading habits. Study also shows Chicagoans spend 68 hours 57 minutes with tv per week compared to 12 hours 19 minutes in newspaper reading.

TELEVISION Bureau of Advertising struck back at tv's newspaper critics last week with results of a special study showing by "valid" comparison that people spend more than five times as much time with television as with newspapers.

In its presentation during Wednesday's television day sessions at the NARTB convention, TvB unveiled research—specially conducted for it in the Chicago market—demonstrating that "in a week's time, for every 12 hours 19 minutes of newspaper reading, there are 68 hours 57 minutes spent with television."

The cheering delegates also were reminded that television ousted newspapers from the No. 1 place in national advertising expenditures last year. They cheered again when TvB leaders pledged themselves to help widen the gap at the national level and "catch up fast" in the local field where tv expenditures lag heavily.

A breakdown of the findings in the Chicago study, conducted for TvB by Pulse Inc., showed television leading newspapers by substantial margins in all quarter-hour audience averages except on Sunday morning, when newspapers edge ahead briefly with a lead of less than 3 to 2.

TvB President Oliver Treyz, assisted by Operations Director Gene Accas, made the Bureau's slide film presentation, which also traced the rise in television billings, sketched the pattern of family viewing (average family total: six hours two minutes a day), showed the different uses to which television may be put as "Advertising's All-Purpose Working Tool," and offered highlights of the first nationwide accounting of expenditures for spot television, released by TvB earlier in the week [B•T, April 16].

TvB's OLIVER TREYZ

Mr. Treyz acknowledged that the site of the Chicago study was chosen "because it was in this city that the *Chicago Tribune*, which calls itself the world's greatest newspaper, about one year ago promulgated some of the world's greatest nonsense in comparing its Audit Bureau of Circulation statements to television sets in use, as determined by the rating services." TvB thought, he said, that the *Tribune* and "the newspaper world in general might be interested in how their favorite medium shapes up, when compared to television, as evaluated by a ratings type yardstick."

By different periods of the day and week, the findings produced the following comparisons (figures are for the average quarter-hour in each period named):

Mornings, Monday through Friday: 134,000 newspaper readers against 511,000 television viewers.

Afternoons, Monday through Friday: 157,000 newspaper readers, 835,000 tv viewers.

Saturday morning: 161,000 newspaper readers, 426,000 tv viewers.

Saturday afternoon, 169,000 newspaper readers, more than 1 million tv viewers.

Sunday morning: 300,000 newspaper readers, 224,000 tv viewers.

Sunday afternoon: 246,000 newspaper readers, 1,305,000 tv viewers.

Evenings (6-9 p.m.) all week: 500,000 newspaper readers, 2.3 million tv viewers.

Evenings (9 p.m. to midnight), all week: fewer than 100,000 newspaper readers, 1,586,000 tv viewers.

"The Chicago story, of course, is repeated in all the other markets—big and small—throughout the land, " Mr. Treyz asserted.

He said the Chicago study furnishes "documented facts of great interest to advertisers who are becoming increasingly concerned, as Fairfax Cone [of Foote, Cone & Belding] recently put so well, that today the prime competition is for time and that the problem of advertisers with thicker and thicker magazines, and heavier and heavier newspapers, is to cut through the tremendous weight of advertising with the sales message.

"The April 8 edition of the Sunday *Chicago Tribune* weighed three pounds.

"How much of the average advertiser's message comes through that three pounds?

"How much comes to the attention of the reader?

"How much is buried?

"And to what extent does the poundage of the *Chicago Tribune* subtract from the real tonnage of advertising delivered?

"How different it is in television where—by the inherent nature of the medium—the advertiser's message 'comes to the surface'—alone on the screen with none of the multiple distractions which surround print advertising."

A number of Chicago agency executives were on hand to head the presentation as special guests of TvB.

The presentation traced the rise of tv national billing from $39 million in 1949 (against $476 million for newspapers) to 1955's $785

(Continues on page 36)

THE BIG RESPONSIBILITY FACED BY BROADCASTING

BROADCASTERS face a tremendous responsibility and must operate according to rules of good performance as well as unite against those who attack the industry, NARTB President Harold E. Fellows said Wednesday in an address to the joint NARTB management-engineering luncheon. He said the association is making progress on a projected tv audience circulation study and advocated a comprehensive "attitude study" to reflect opinions of the public concerning broadcast programming and advertising. Excerpts from the text of Mr. Fellow's address follow:

WHAT are we doing, if anything, about the attitude study in which the people themselves are asked to reflect their opinions concerning broadcast programming and advertising?

You will recall that Dr. Frank Stanton addressed himself to this proposal at the 33d annual convention last year. I know that he and his network and that others have been engaged during the past year in reviewing the possibilities of such a project, and I am told that any comprehensive job will cost in the neighborhood of a quarter of a million dollars. It is quite obvious that the association, a non-profit organization, cannot sponsor such an examination into the attitudes of people toward the television medium without some special assessment against members—a prospect which your president, at least, deplores. Nonetheless, the necessity for such an undertaking is obvious—clearly indicated in the light of the vast tidal waves of misinformation which have been spoken and printed about the medium during the last 12-month period. (When I use the term "tidal-wave," I use it advisedly—for this criticism, so much of it unjustified and based upon insufficient background and knowledge, is mounting at a terrifying rate, and we as broadcasters must do something about it.) Although the association does not have the funds to guarantee the completion of such a study, I believe it is incumbent upon this group—since it is the central organization of the broadcasting industry—to lend its sponsorship and its full potential assistance to such an effort, and I believe that this year will find your association moving aggressively into this field of consideration.

Radio broadcasting needs a sound and acceptable method of audience measurement now, as much as it ever has needed it; and such ill-fated attempts to establish radio circulation plans as we may have experienced in the past should not deter us from undertaking similar projects in the future—if they promise success.

Some years ago, faced by an avalanche of criticism similar to that now attending television broadcasting, the broadcasters of the nation—through the National Assn. of Broadcasters—participated in the sponsorship of the so-called Denver NORC Study. You will recall that that study and a subsequent one were the subjects of two books—one called "The People Look at Radio," and the second called "Radio Listening in America." Both these books, which were widely distributed, demonstrated conclusively the efficacy of such attitude examinations. The need is no less critical in radio than in television.

For it is equally true that radio requires answers to the critics.

Radio's essentiality as a service to the American home is such that one rarely picks up a trade publication or an FCC report that he doesn't see news of two or three new grants for radio broadcasting stations. As a matter of fact, the population of stations has gone up with such marked consistency that one begins to wonder where it will stop, if ever. The engineers have turned in their usual, remarkable, and unbelievable job in developing methods of automatic programming and remote control and in modifying and improving transmission equipment to make radio broadcasting a sound financial investment. New methods of programming and selling have streamlined the aural medium, insuring its place and its permanence.

But it is inevitably true (despite the fact that we are making economic progress in both radio and television) that the limit of our business horizon is marked by our capacity to serve the American people. In order that we may serve the American people efficiently and with proper emphasis on the public interest, we must know what they want—their program and promotion requirements—and we must possess an insight into their own hopes for the improvement of these respective media. We can get the answers only through sound research. We can obtain sound research only by spending money. How we get it is a matter of organization, and not of policy. I say: let's get it and let's spend it and let's find the answers.

In the current session of Congress, we have not been disappointed by the pattern which has been set during recent years. Numerous bills have been introduced, by numerous legislators, dealing with the broadcasting media. As a matter of fact, a political year is a good year for much thunder and lightning on the Hill—not all of it portending rain, but some of it merely a cacophony for the sake of seeking attention.

Nevertheless, the Congress—year by year—is taking an increasingly critical interest in both radio and television. That is only to be expected, since these media touch so closely upon the lives of legislators—as listeners and viewers and as public office-holders.

It is becoming more and more apparent that the broadcasting media are fundamental to the elective process, surely more important and impressive than any other media which have been available in the past to the office seeker who wants to make his platform known to the electorate. Consequently, the deportment of the broadcasting media—the manner in which they are managed and the policies they establish which have a direct effect upon the electorate as well as upon the elected—are matters of grave concern to legislators, not only at the national but also at the state and municipal levels.

We must be constantly aware of this relationship to the lawmakers of the land. Our awareness must inspire us to renewed efforts to acquaint them with the problems of operating a licensed medium in the free marketplace. If such legislators are knowledgeable about the media, we are less likely to have visited upon us (each time the gavel falls) a flood of anti-broadcasting proposals.

I have chosen to devote the remainder of my time to the most important single consideration that faces us.

The qualities of leadership, it has been said, are knowledge, imagination, and thinking.

It seems to me that there are other qualities just as essential; these are the qualities that inspire a man to sacrifice in order that he might serve, and that give him the courage of his convictions to stand up against travail, whatever its source or dimension.

We need such leadership in broadcasting today. It exists in this room among you, but too frequently (overpowered by the burdensome task of solving your daily problems) you put off until tomorrow the greatness that you could attain today—and tomorrow never comes.

I have made reference earlier in these remarks to the mounting tide of criticism that seems to have attained the proportion of a

great wave sweeping over the broadcasting industry. One is tempted to put aside any conscious consideration of this disturbing phenomenon in the hope that, by putting it aside, eventually it will disappear. *I don't think it will. I think we have to do something about it.* And I think that our ability to do something about it depends, in large part, upon our individual sense of responsibility and the consequent demands of leadership.

We in broadcasting have been living in a hail of words—flung at us by the Carrie Nations of the kilocycles, by magazine critics, by newspaper writers, by a substantial and thinking segment of the public, and by public office holders. Much of this battering to which we have been subjected takes into account only our weaknesses (and who among us do not have them) and is inconsiderate of our strength. Those, for example, who spend their time with predetermined judgment in counting crimes on television are not necessarily the critics to whom we should give the greatest attention. On the other hand, those who weigh our deficiencies (if such they are) against our great contributions of fine showmanship and superb informational service, and emerge with a tempered and reasoned appraisal of our industry, are men and women whose voices should be heard, whose sentiments should be weighed, and whose advice should be considered.

For it is true that some of the criticism leveled against us is deserved.

It has been said of us that we have too much advertising on the air. If it is effective advertising and accomplishes its mission (which is to move goods and services and thus contribute to the general prosperity of the nation), I hardly think that it can be too much. But if, on the other hand, it is *ineffective* advertising—blatant, repetitive, annoying, overly insistent—then it serves neither the station, the advertiser, nor the economy. The charges of overcommercialism usually are based upon random samplings, by (or on behalf of) those who make the charges. We should not, as an industry, take fright in the face of such indictments—regardless of their source—merely because a few among our brethren have failed to see the profit in good balance between programming and advertising. On the other hand, the measure of such leadership, at the station level (as I was projecting a moment ago), can be not what you will *put* on the air but what you will *refuse* to put on the air.

It *does not* require courage, nor even much imagination, to accept anything that comes over the transom—merely for the reason that it adds revenue to the station operation. It *does* take courage and imagination to reject it and to find another, more acceptable and more palatable, way of increasing revenue.

The same reasoning applies to the character of the program with which you want your station call letters identified. If you can buy it cheap, there is a good possibility that you'll get what you paid for. And more than that, you have to sell it cheap and accept, as a consequence, the classification which will be yours in the community in which you live.

RECOGNITION OF SOUND CRITICISM

I do not wish you to think that I am taking up the cry of the carpers. I am merely emphasizing "the sound and the fury" of the reasonable and objective critics who have gazed upon broadcasting, found something wanting, and spoke their minds.

The answer inevitably must lie with each of you.

I know that in the time of rising criticism—I know because I have lived through such periods before—there is a tendency on the part of the members of the association, feeling the sting of these arrows, to turn eastward—to Washington, D. C., where the headquarters of the National Assn. of Radio and Television Broadcasters is located, to shake a figurative fist and to mutter, "Why don't they do something about it?" Ladies and gentlemen, *you* are the ones who must do something about it.

The first thing you must do is take inventory of your own operations. There is no man or woman in this room, even slightly experienced in broadcasting, who does not know a good program from a bad program and cannot distinguish between a good advertisement and a bad advertisement. Where we do err, it seems to me, we err through oversight and not as a result of determined policy.

There rests upon no other single company of people a greater responsibility than rests upon you. This was said to you one year ago by no less a person than the President of the United States. There rests upon you the responsibility, through the informational service you command, to introduce some order and articulation into the chaos of the changing national and international scene. There rests upon you the responsibility of making people laugh through their tears, of encouraging the young toward higher goals, of contributing richly to the moving mechanism of America's great economy, and of standing in your respective communities as leaders who have displayed publicly the virtues of thinking, of imagination, of courage, and of strength.

To this end, you have among you developed industry standards by which many of you have pledged to abide. These are minimum tenets contained in the Radio Standards of Practice and the Television Code. They are neither pledges nor promises of good behavior, but living evidence of the fact of good behavior. Insofar as you depart from these minimal suggestions, you welcome the kind of control implicit in recent suggestions for a nationwide, government-sponsored program and advertising monitoring system.

I say we must repair to these standards—to these voluntary rules of good performance—and live by them and respect them and then stand determined and unified against those who would derogate the service we render.

EXPECTATION OF IMPROVEMENT

Who (besides us) see the hope for a continued improvement in broadcasting through observance of these standards? Well, George C. McConnoughey does, and he has said so publicly. Sen. Warren Magnuson does. So does Rep. Percy Priest. Sen. Estes Kefauver has commended the standards—and so have the colleagues of Chairman McConnaughey, of the FCC. These are men in positions of direct influence upon our industry. If they believe in these standards, if they support self-regulation, if they encourage us in the direction of observing them to the letter, *and warn us of the consequence if we do not*—then, can we accept this assignment casually? Of course, we cannot.

In the same fashion, with imagination and purpose, we must be more alert to our virtues, displaying them for public examination. This has been a favorite topic of broadcasters down through the 36 years of our existence. Constantly we have asked ourselves the question: "Why don't we use our own medium to promote our own medium?" Lest you think this is an omission peculiar to us, let me tell you that I recently read an editorial in the journalists' magazine, *Quill*, which made the same complaint about the newspaper business. It seems occupationally peculiar to those who represent the public media that they know all about the arts and sciences which attend their use expect how to employ them in their own behalf.

Sporadic attempts have been made, it's true, and some individual stations have experimented extensively in this field, with weekly reports by the station managers, on the air, or with periodic publication of pamphlets relating the station's performance in the public interest. *This activity should be stepped up, in order that we may build a reservoir* of information about the great public service contributions of a great industry.

I think that the association can be helpful to the individual broadcaster in this respect—perhaps by establishing in our library a depository for such reports as you may compile and, at unscheduled times, pulling together nationwide figures on the various contributions to broadcasting in behalf of the public welfare.

But again, the great obligation for leadership rests squarely upon you—for you are doing the job at the level which is most intimately in touch with public reaction. You keep the key that unlocks the secret of broadcasting in the community of your own interest.

You are the centrifugal force of broadcasting—and that which "spins off" that is good, and that which "spins off" that is bad, fundamentally depends upon you.

This is the challenge that faces you. You will meet it. You will meet it with courage and with imagination and with thinking and with a high sense of public duty.

(Continues from page 33)

million (compared to newspapers' $750 million). It conceded that television's progress in local advertising "looks like something of a problem" —less than $232 million in 1955 as against $2.6 billion for newpapers and also behind radio and miscellaneous advertising media—but said it is a problem that time will solve.

Detailing tv viewing habits, Mr. Treyz figured that television viewing in the U. S. in one week's time totals 1,481,570,000 home hours, based on Nielsen figures for February. Special research by Nielsen, he continued, shows that sponsored network programs account for just under half the viewing, with the other 50.5% devoted to watching locally originated programs.

He cited McCann-Erickson figures placing the total tv investment of national and local advertisers in 1955 at $1.008 billion—$520 million in network, $220 million in local, and $268 million in national spot.

Summarizing a TvB national spot presentation on television as "advertising's all-purpose working tool," Mr. Treyz offered the comparison that "network is to television as magazines are to print" (both have prestige and scope and deliver their advertising pressure "with remarkable evenness" market to market). But "magazines have less audience, less volume, less frequency, less impact, and surround their ads with editorial material which competes directly for reader attention," he noted.

Similarly, he said, "spot is to television as newspapers are to print" (in that spot enables an advertiser to "route and distribute his sales message in direct proportion to sales need and opportunity"). But newspapers have the disadvantage, he added, of being "static, silent, impersonal."

As part of the spot presentation, Mr. Treyz undertook to refute—with specific examples—the widespread belief among advertisers that clearing good station time for sponsorship of syndicated film programs is a problem. For instance, he said, Carter products cleared Class A time in 22 of the 23 markets it had ordered for *Mr. District Attorney;* Ohio Oil cleared Class A time in 10 of 11 markets for *Man Behind the Badge;* Lucky Lager beer, in 26 out of 36 for *Great Gildersleeve;* Langendorf bakeries, in 11 of 13 for *Steve Donovan;* Heilman Brewing Co., in nine of nine for *Racket Squad,* and General Electric, 66 of 68 for *Turning Point.*

W. D. (Dub) Rogers of KDUB-TV Lubbock, Tex., chairman of the TvB Board, presided over the session, which also included short talks by Vice President Norman E. (Pete) Cash and Retail Sales Director Howard Abrahams. TvB's current membership was placed at 192 stations, 12 station representation firms, and all three tv networks. The bureau's revenues currently are running at an annual rate of more than $700,000, officials said. The staff numbers about 30 persons.

One Stayed Home

ONE "BROADCASTER," not invited to the NARTB convention, stayed in Laurel, Md., and many conventioneers may wish they had "stayed with him." This particular "Broadcaster," a three-year-old equine, celebrated convention week and opening day at Laurel Race Course (Wed.) by winning the first race of his career. Those holding across-the-board tickets on this "hunch bet" were rewarded with $137.40, $55 and $27.80.

RADIO'S COST-IMPACT PITTED AGAINST THREE RIVAL MEDIA AT RAB SESSIONS

Sweeney and Hardesty offer impressive statistical presentation at Thursday session in Chicago. Television's high cost is discussed.

FACTS, figures and arguments were marshalled by Radio Advertising Bureau to show the RAB session of the NARTB Convention last Thursday afternoon that for most advertisers radio is a better advertising buy than newspapers, magazines, or television.

Separate presentations on the theme, "Radio: Best of the Big Four," pitted (1) network radio against national magazines; (2) spot radio against newspapers, and (3) radio generally against television. In all three, radio came off winner.

RAB President Kevin B. Sweeney and Vice President and General Manager John F. Hardesty made the slide-illustrated presentations. They wore overalls to dramatize their contention that RAB is composed of "working men" toiling for a medium that may not be glamorous—but can sell.

In the course of the session, the RAB executives revealed that RAB's research on the depth of penetration of Lever Bros.' Pepsodent "You'll Wonder Where the Yellow Went" toothpaste jingle showed that, after eight weeks, 34.2% of consumers and 49.4% of dealers in tv markets surveyed were familiar with the jingle—through radio alone.

Other details of the findings of the $10,000 RAB project, conducted with Lever's cooperation, are not yet ready for release, officials said.

Three Targets for Radio

Mr. Hardesty described radio's targets in Thursday's three presentations as the $723 million being spent annually in magazines, $750 million in newspapers, and $785 million in television.

Mr. Sweeney, opening the case for network radio against national magazines, maintained that network radio "has a great future which is material to all broadcasters whether they are affiliated or not."

He stressed the almost universal coverage of radio, and cited data showing that only 48% of the people see the nine largest magazines—and that, even among those who do, only a fraction actually "read" the ads.

Where *Life*—the largest of the magazines—reaches 28% of the families, he said, any one of the four radio networks reaches one and a half to two times as many.

Where the cost of reaching actual readers of an ad in *Life* runs up to $24.80 per thousand, Mr. Sweeney noted, the cost via network radio's participation plan comes to as little as $1.19 per thousand.

"Even with the best read advertisements, magazine four-color pages fail to build up enough impressions to make a real dent in most metropolitan markets," he said. He showed charts to demonstrate that a four-color page in a leading magazine reaches 18,800 men for a tire manufacturer in a market like Detroit, where there are 1,044,300 tire prospects, and 3,380 women for a nail-polish advertiser in Buffalo where there are 389,600 nail-polish prospects.

Other charts showed that 323 individual network broadcasts each week reached more than one million families for their sponsors and that the average network participation-plan schedule would create more than 11 million impressions in a week.

Network radio today not only offers greater selectivity than magazines, Mr. Sweeney said, but also offers bonuses of "frequency, authority and prestige, and far lower costs."

In answer to magazines' claims for the effectiveness of color ads, he played three radio commercials—one for Chock Full O' Nuts coffee, one for a Firestone store, and the Pepsodent "Where the Yellow Went" jingle—and challenged: "If you can do better than that with four-color pages, I'll see you in Macy's window at high noon."

Mr. Hardesty tackled newspapers on behalf of spot radio. On one score he conceded newspaper superiority: that of "merchandising the advertising." In radio, he acknowledged, there are no printed ads "to hand to your salesmen."

RAB's KEVIN SWEENEY

But on other and more important counts, he argued, newspapers fall short. He cited statistics to show that radio covers virtually all families including the growing number in suburban and outlying areas where newspaper distribution drops off sharply; that radio sells "newspaper families" that skip national advertising; that individual stations can reach as many people in a day as the largest newspaper in their community; that radio "pinpoints the audience you want," "localizes your advertising," outsells newspapers "even for the retailer," and costs far less—from 75 to 93 cents a thousand on the average for radio as compared to newspaper costs ranging up to $5.16 per thousand.

Mr. Sweeney, taking on the "glamor medium" of television, acknowledged at the outset that "you can't knock tv." He recognized it as a

ONE CENT

will go a long way these days on WHO Radio!

Take 6:00 to 10:00 at night as an example . . .

THERE'S a lot of talk around these days about "dead" periods in radio — nighttime, mid-morning, etc. — and some of this yak is preventing some advertisers from grabbing a lot of *amazing* opportunities.

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 6 and 10 p.m. will deliver 54,934 actual listening Iowa homes.

That's 8.9 homes for a penny, or 1,000 homes for $1.12—*ALL LISTENING TO WHO!*

That's the *minimum.* In addition, WHO's 50,000-watt, Clear-Channel voice gets thousands of *unmeasured* listeners both in and outside Iowa! There are half a million extra home sets and half a million automobile radios *in Iowa alone*—and countless bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. set the WHO Radio picture straight for you. It's a tremendous story!

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey ratings against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

TOM TINSLEY
President

R. C. EMBRY
Vice President

IRVIN G. ABELOFF
Vice President

announce the formation of

Select Station Representatives

400 Madison Avenue, N. Y. 17 • Phone Plaza 8-1850

under the direction of

MR. ZANG GOLOBE

assisted by

MR. ALBERT SHEPARD

Exclusive national representatives in
New York, Philadelphia, Baltimore
and Washington for

W-I-T-H
Radio, Baltimore

WLEE
Radio, Richmond

WXEX-TV
Serving Richmond, Petersburg & Central Virginia

Represented by Forjoe & Co. in Chicago, Seattle, San Francisco,
Los Angeles, Dallas and Atlanta

powerful sales medium that had advantages. He conceded the day will come when "everybody will have television." If he himself were an advertiser and had to choose between television and other media—and if television were "unlimited" in good time availabilities, etc., which he emphasized is not the case, then, he said, under those circumstances television would be his own choice.

But, he cautioned, at least four other facts must be considered too:

First, he said, television cannot perform "sales miracles." He pointed out that the *Ed Sullivan Show* is at the top of popularity polls but said that Mercury cars, one of its long-time sponsors, has shown little change in its share of automobile sales over the past few years (5.5% share in 1955, he said).

Second, he advised, advertisers should remember that "you can fail in tv." He asked his audience if they remembered, for instance, such tv shows as *Colgate Comedy Hour, The Betty Hutton Show,* and *Norby.*

Third point to be kept in mind, he continued, is that television can eat up your entire budget. He placed the cost of the Sullivan show at $6 million a year, and of the *$64,000 Question*—which he described as "a relatively inexpensive show," as today's tv prices go—at $3.6 million. While tv's costs-per-thousand are low in comparison to print media, he continued, they still are far higher than radio's.

Fourth, Mr. Sweeney said, television's growth has reached a point where today's user can no longer look forward to "automatic increases." Tv hasn't stopped growing, he conceded, but its rate of development now "doesn't look so spectacular," especially when compared to radio set sales.

The presentation on tv, which RAB described as "our blood relative," concentrated its fire on marginal tv time periods—early and late evening hours and the daytime—and the "back-breaking costs that only the billionaires can afford."

Radio's ability to pile up "huge, television-like" audiences in a week's time also was stressed. A 25-participation radio network schedule, it was pointed out, created $2,981,000 listener impressions in a week, while a single spot radio schedule was shown to have led the way to as many as 85.2% of the families in the top 29 tv markets.

Joseph E. Baudino, vice president of Westinghouse Broadcasting Co.—chairman of the RAB board, presided over the meeting. He pointed out that RAB presentation had added more than $1 million to spot radio's billings in 1955, and that the Bureau's operating budget had increased by more than $100,000 to its current rate of around $750,000 a year.

Uhfs Contend Allocations Are Main U Stumbling Block

CHARGES that uhf service is a bad service were refuted at a meeting of about 100 representatives from over 40 uhf stations, held in Chicago just prior to the NARTB convention. The session was sponsored by the Committee for Competitive Television.

John G. Johnson, WTOB-TV Winston-Salem, N. C., CCT chairman, declared that "basically there is no uhf problem—rather it is an allocation problem. There are many successful uhf areas and uhf stations, which refute the claim that uhf is not a good service."

Mr. Johnson reported that 16 new members joined the committee—whose goal is to force the FCC to decide on an "effective, nationwide, all-channel television system" by June 1.

New members are, according to CCT:

KTAG-TV Lake Charles, La.; WTRI (TV) Albany, N. Y.; WGBS-TV Miami, Fla.; WBLN (TV) Bloomington, Ill.; WISC (TV) Springfield, Ill.; WTVO (TV) Rockford, Ill.; KSAN-TV San Francisco, Calif.; WJHP-TV Jacksonville, Fla.; WLBC-TV Muncie, Ind.; WCOV-TV Montgomery, Ala.; WKJG-TV Fort Wayne, Ind.; WHIZ-TV Zanesville, Ohio; WKNX-TV Saginaw, Mich.; WMSL-TV Decatur, Ala.; WEEK-TV Peoria, Ill., and WEHT (TV) Henderson, Ky.

THESE executives of the host film syndication companies presided over the joint cocktail party thrown by the firms for the NARTB convention Wednesday. L to r: seated, Arthur Gross, Guild Films; Carl Stanton, NBC Film Div.; Herman Rush, Official Films; Don Kearney, ABC Film Syndication; standing, Kurt Blumberg, Television Programs of America; Ralph Cohn, Screen Gems; Oliver Unger, National Telefilm Associates, and Frederic W. Ziv, Ziv Television Programs.

SALES TECHNIQUES FOR RADIO CITED

Radio Day panel discusses 'Selling Your Salesmen.' Clay reaffirms faith in radio as best low-cost mass medium.

MONEY is one way to get salesmen to sell but it is far from the only incentive, according to motivation and sales management experts comprising a panel on "Selling Your Salesmen" presented at the Radio Day (Thursday) meeting of the NARTB Convention in Chicago.

Good salesmen are competitive, so give them a chance to compete; they like recognition when they've done a good job, so see that they get it; they want to meet the boss' expectations, so let them know what they are; they like a challenge, so give them one, and don't forget that the wife has expectations, too, that they want to meet to have peace at home.

Those were some of the other sales-producing incentives listed by Dr. Robert N. McMurry, senior partner, McMurry, Hamstra & Co., and concurred with by the other panel members: William T. Earls, general agent, Mutual Benefit Life Insurance Co.; J. C. Luhn, president, Easterling Co.; Robert Jones, WFBR Baltimore, Md., and Todd Storz, Mid-Continent Broadcasting Co.

Henry B. Clay, KWKH Shreveport, La., chairman of the NARTB Radio Board, told the session that "most of our troubles are behind us. We don't have to guess where we're going; we are there, firmly established as the greatest low-cost mass medium in the land."

Adherence to the NARTB standards of good practice was urged by Walter E. Wagstaff, KIDO Boise, Idaho, chairman, Radio Standards of Practice Committee, who warned that overcommercialization in a qualitative sense can be as bad as overcommercialism in a quantitative sense. Compliance with the industry code is both good sense and good business, he said.

Mr. Wagstaff asked for ideas to help his committee in the preparation of symbols for use by stations adhering to the radio code—a visual symbol for stationery and promotion material and an aural symbol for use on the air, both combining emphasis with dignity.

Seven rules for promoting programs and sales were offered by Arthur C. Schofield, Storer Broadcasting Co. The Schofield seven: Don't rush, don't be different just to be different, don't be afraid to make mistakes, don't think it has to be the biggest, don't think you have to be the first, don't go to sleep and don't fail to do it again and again.

National Radio Week—May 13-19—will produce the "highest billings in radio history," Sherril Taylor, vice president, Radio Advertising Bureau, predicted in outlining what RAB has done, is doing and plans to do to help stations promote this radio-only week. John F. Meagher, NARTB radio vice president, reported that an NARTB promotion package for the week would be mailed to stations within the next few days.

E. K. Hartenbower, KCMO Kansas City, Mo., convention co-chairman for radio, presided at the Radio Day meeting.

Management Delegates Hear Talk by Kansas City Mayor

THE BROADCAST INDUSTRY is "doing more and more" to help Americans understand religion and can do more to "revitalize" the country "than any other means," Mayor H. Roe Bartle of Kansas City told NARTB management delegates Thursday.

Appearing as luncheon speaker, Mayor Bartle asserted broadcasters "hold in the palm of your hand" the future of the nation, dependent on "your vision, courage and intelligence."

Mayor Bartle presented NARTB President Harold E. Fellows and Henry Clay, KWKH Shreveport and NARTB Radio Board chairman, with golden keys to Kansas City and proclaimed them "honorary citizens." Host of the luncheon was E. K. Hartenbower, KCMO Kansas City and co-chairman of the convention committee.

NEW BROADCASTING TECHNIQUES FEATURE CONVENTION'S ENGINEERING CONFERENCE

Highlights of 10th annual session include discussions concerning Daylight Savings Time film operation, automatic control systems, multiplexing, remote control and color tv.

DAYLIGHT Savings Time film operation, automatic control systems and multiplexing, along with remote control, color tv and other topics, highlighted discussions of the 10th Annual Broadcasting Engineering Conference in Chicago last week.

Interest in automation, as well as in video tape recorder and color tv developments (see separate stories), was obvious among engineering delegates.

Application of perforated tape or cards to am, fm and tv broadcast operations for automatic program control was described Thursday by Alexander C. Angus, studio facilities engineering group, General Electric Co., which demonstrated its system at the NARTB equipment exhibit.

ABC-TV's Daylight Savings Time operation for delayed video this summer was capped with a formal announcement that the network will place new equipment for its system into effect for the first time in Chicago April 29 when DST becomes effective. The method will permit reduction of time to one hour for the preparation of live tv programs for rebroadcast and will permit recording of programs for unlimited time zone repeats on an hourly basis.

This arrangement entails recording, processing, chemical-mixing and projection rooms, and includes two single-system General Precision Lab 33mm recording consoles. Mechanics of the operation were revealed by ABC-TV earlier this year.

ABC-TV's DST operation was described in detail by Theodore B. Grenier, chief video facilities engineer, ABC-TV, and William P. Kusack, chief engineer, ABC Central Div. ABC last year used in limited form the new system, patterned after the concept of DST tape operation now common in radio, with film being used instead of tape.

There was conjecture, not raised during the actual session, that the method may undergo further revamping next year, with the availability of commercial video tape devices (to be manufactured by Ampex Corp. and probably others) for recording and playback.

A major (and final) phase of ABC-TV's DST operation is to feed the network integrated film and kinescope recorded programs, with film including 35mm and 16mm prints, projected at the same time.

ABC engineers explained that from a recording standpoint, time differentials between the East and West Coasts were "no particular problem because a television film recording can be made with plenty of time to process the film using standard laboratory techniques." However, as the time delay is reduced (time between recording process and playback), the film processing time is shortened. The longest time delay occurs during the Daylight Savings Time period where there is a four-hour differential.

Where there is only a one-hour delay, there is lack of time between end of recording and start of playback to process the film, requiring tv recording equipment to be in the same proximity as film processing. Such a system has been installed in the Chicago Daily News Bldg. for ABC-TV.

Harry Fine, chief of the Applied Propagation Branch, Technical Research Div. of FCC, noted a number of "significant studies" being made on propagation in the vhf and uhf bands dealing with tv set interference. He said that while reports are not yet available for public release, there are indications of "three basic shortcomings"—(1) need for "greater industry participation in forwarding the necessary data to the FCC, (2) standardization of measuring equipment and (3) for systematic analysis to determine any trends in line-of-sight characteristics of the signals."

At the same session F. E. Talmage, Broadcast Transmitter Engineering Dept. of RCA and manager of its low-power transmitter design section, claimed that a number of station transmitters are 8 to 10 years old and should be replaced with newer models. He said there are "excellent" ones available for present stations as well as those contemplating new transmission.

A "great use" for cordless microphones in radio and television was predicted by Adolph B. Chamberlain, chief engineer, CBS-TV. He showed film shots taken from CBS-TV's *Person to Person,* allowing various unusual situations. He noted boom, desk and hand microphones have long hampered tv production.

Ever since FCC authorized "multiplexing," field-testing of the development has continued with hundreds of receivers in different areas, Dwight (Red) Harkins, general manager of KTYL Mesa, Ariz., told delegates. He described multiplexing (transmitting sub-carrier to subscribers, utilizing fm transmission but without interfering with the home fm signal) as an "important milestone" in radio broadcasting.

KTYL will complete tests with various antenna types during the next month and be able to predict types needed for installation. Complete installations of stations are proceeding at the rate of two per week.

At an earlier session of Radio Day Wednesday morning, A. Prose Walker, NARTB engineering manager, told delegates that nationwide experiments by stations in use of remote control equipment have "proven to us that remote control is practical and applicable, as well as satisfactory."

Reports on experiments were read in a panel session including Henry H. Fletcher, president and general manager, KSEI Pocatello, Idaho.; R. E. L. Kennedy, Kear & Kennedy, consulting engineering firm; T. C. Kenney, chief engineer, KDKA Pittsburgh; R. W. Naylor, manager of broadcasting engineering group, General Electric (Canadian) Ltd.; Robert J. Sinnett, technical director, WHBF Rock Island, Ill.; Urlin Whitman, Gates Radio Co., and D. B. Williamson, broadcast systems engineer, Canadian Westinghouse Co. Ltd.

Mr. Kenney claimed that "remote control of 50 kw stations is no different than or more difficult than remote control of small power stations, in fact it is easier." Mr. Kennedy noted, "We made our transmitter and antenna systems reliable, and now the least we can do is let them alone."

Speaking on Conelrad (control of electromagnetic radiations), Ralph Renton, U. S. supervisor of the Emergency Broadcast Alert System at FCC, warned that "this nation lives under the threat of a devastating attack by the Soviet air force." He added:

"To ask the question, 'Is Conelrad necessary?' is the $64,000 question. To answer that question with complete finality would require information from the Soviet Union."

Mr. Renton added that while Conelrad is "far from perfected," the technique of broadcasting advance warning information on 640 kc and 1240 kc in times of emergency "is doing the job intended" and is "necessary." He lauded broadcasters for being a "major factor in a successful Conelrad operation."

Automatic program log devices for logging, posting and billing chores as practices at WCMW Canton, Ohio, were explained by S. L. Huffman, president, and Clark Dozer, station manager.

A plea for a more nearly automatic adjust-

Philco to Test 'Audipage' At Political Conventions

"AUDIPAGE," personal radio receiver developed by Philco Corp. for use in broadcasting, schools, hospitals and factories, will be given a thorough field test at the forthcoming political conventions, where ABC will use 30 "Audipages" to maintain communications between its directing-producting personnel and its floor crews.

The device consists of an ear plug not unlike that of a hearing aid, connected by wire to a receiver about the size of a cigarette lighter and weighting only an ounce. Sound is received by induction from a wire loop around the area desired to cover, which may be a room or an entire building, with no variation in volume within the loop. Philco engineers explained that the device uses only audio and not radio frequencies and therefore does not require an FCC license to operate. It neither produces interference nor is subject to it. User must wear the "Audipage" while in the loop to receive any message for him, with all messages audible to all receivers. Following the conventions, it will be put on the market at a price of from $100 to $150 per unit.

ABC also intends to use two 35mm and two 16mm Philco Cinescanner systems for convention film clips and highlight rebroadcasts, the joint ABC-Philco announcement said. System, introduced by Philo at the NARTB convention of 1953, features "cold light" and continuous film motion, with a pushbutton start and stop operation that enables the insertion of film clips into live telecasts with maximum ease and smoothness, Philco spokesmen said.

PHILCO's tiny, new personal receiver is tried on for size.

By any test... KLZ-TV *is Best in* DENVER!

Again... Telepulse and A.R.B. Agree!

KLZ-TV has most viewers—Morning (Sign-on to 12 n)—Afternoon (12-6 p.m.)—Night (6-11:00 p.m.)—all week long.

KLZ-TV enjoys more quarter hour first place ratings than all other Denver stations combined Morning—Afternoon—Night—all week long.

KLZ-TV has highest rated local daytime news—nighttime news—weather—sports—syndicated shows.

Few TV stations, including those in 2 and 3 station markets, enjoy KLZ-TV's dominance in the 4-station Denver Market.

We want YOU to have the *complete* Denver television story. Make it a point to call your KATZ man or wire collect—Jack Tipton, General Sales Manager, KLZ-TV, Denver.

CBS...IN DENVER
KLZ TELEVISION
Channel 7

TELEPULSE

Top 10 Non-Network Programs

KLZ-TV 8 OUT OF TOP 10!

Mr. D. A.	26.3	KLZ-TV
Guy Lombardo	25.6	KLZ-TV
I Led 3 Lives	25.0	Station B
Studio 57	24.6	KLZ-TV
Dr. Hudson	24.3	KLZ-TV
Life with Father	24.3	KLZ-TV
Life of Riley	24.3	KLZ-TV
Highway Patrol	24.3	Station B
Celebrity Playhouse	24.2	KLZ-TV
Death Valley Days	22.6	KLZ-TV

Top 10 Network Programs

KLZ-TV 6 OUT OF TOP 10!

$64,000 Question	49.0	KLZ-TV
Ed Sullivan	45.7	KLZ-TV
I Love Lucy	45.4	KLZ-TV
Perry Como	37.3	Station B
December Bride	36.0	KLZ-TV
George Gobel	36.0	Station B
Studio One	35.7	KLZ-TV
Groucho Marx	34.0	Station B
Your Hit Parade	32.7	Station B
Playhouse of Stars	32.2	KLZ-TV

A. R. B.

Top 10 Non-Network Programs

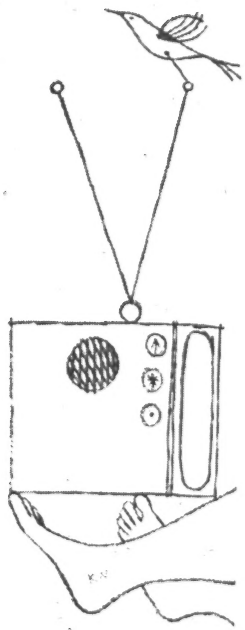
KLZ-TV 6 OUT OF TOP 10!

Dr. Hudson	38.6	KLZ-TV
Highway Patrol	34.1	Station B
Life of Riley	31.0	KLZ-TV
Buffalo Bill, Jr.	27.8	KLZ-TV
Sky King	27.8	Station C
Annie Oakley	24.7	Station C
Studio 57	23.7	KLZ-TV
I Led 3 Lives	23.1	Station B
Wild Bill Hickok	22.5	KLZ-TV
Guy Lombardo	22.4	KLZ-TV
Science Fiction Theatre	22.4	Station C

Top 10 Programs

KLZ-TV 8 OUT OF 10!

$64,000 Question	62.8	KLZ-TV
I Love Lucy	51.2	KLZ-TV
Ed Sullivan	46.3	KLZ-TV
December Bride	44.7	KLZ-TV
What's My Line	39.6	KLZ-TV
Perry Como	39.2	Station B
Dr. Hudson	38.6	KLZ-TV
Disneyland	38.2	Station C
Jack Benny	37.3	KLZ-TV
Ford Spectacular	36.0	KLZ-TV



Summer '56... Good spot to be in!

Vacations are great. For people.
Not for sales. This Summer, keep sales at the high-water mark by keeping spot television on the job *all Summer.*

The Armstrong Tire Company offers proof that there's money to be made in Summer spot. Hoping to boost Summer sales in the Galveston-Houston market last year, they put their entire budget into station breaks and one-minute announcements on KGUL-TV.
At Summer's end they found their sales had soared 40% above the previous Summer, *and* their cost for the entire campaign had averaged *only 43 cents per thousand viewers!* Said O. F. Holmes, regional distributor for Armstrong:
'Our Summer campaign on KGUL-TV not only boosted sales to an all-time high but helped create tremendous goodwill with both customers and dealers alike!"

Good reason why more than 400 national spot advertisers place Summer schedules on one or more of the 12 stations (and the regional network) we represent.
And why, for you, Summer '56 will be . . .

Good spot to be in!

CBS TELEVISION SPOT SALES

Representing: WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, KGUL-TV Galveston-Houston, WXIX Milwaukee, KSL-TV Salt Lake City, KOIN-TV Portland (Ore.), and the CBS Television Pacific Network

Ask to see our new "Summer '56" presentation. Call or write Clark B. George, 485 Madison Ave., New York 22, N.Y., phone PLaza 1-2345.

SOMETHING FOR THE BOYS

THE BRIGHTEST of conventions can use a touch of feminine decoration. Last week's NARTB session in Chicago was no exception. Following its policy of telling *all* in its coverage of the convention, B•T on these two pages presents a comprehensive sampling of the cheesecake found in the Hilton.

There was plenty of variety, from pirate costumes to opera hose. All were there to entice the busy broadcaster into a longer look—like the young lady at left who offered a smile and a flower to those who passed the Caterpillar exhibit. The contrast with things more technical was refreshing, as intended.

RCA THESAURUS was offering keys this year as last, and finding just as many takers. These two plied their trade in the exhibition hall, in this case in the RCA equipment section.

WJAR-TV Providence gave tie pins to conventioneers. Recipient: Lance Lindquist, McCann-Erickson vice president.

STANDARD Electronics eyecatcher came complete with self-explanatory copy. The miss is Pat Garber, WGN-TV weather girl.

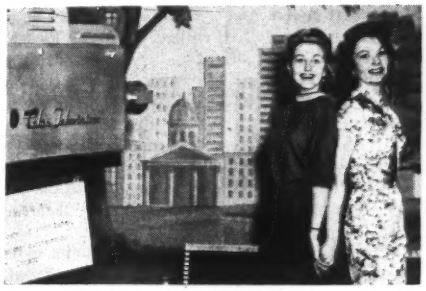
OPERA HOSE sold cartoons at the UM&M exhibit.

CBS TELEVISION FILM'S treasure chest was presided over by these comely pirates. Keys were distributed throughout the hotel; some fit the lock on the chest.

"HOLLYWOOD MOVIE PARADE"
FINE FEATURE FILMS FOR TELEVISION
SCREEN GEMS COLUMBIA PICTURES
"HOLLYWOOD MOVIE PARADE"
FINE FEATURE FILMS FOR TELEVISION
SCREEN GEMS COLUMBIA PICTURES

SCREEN GEMS' suite came equipped with two models, who, when not perched on the bar, were serving drinks from same to broadcasters inquiring about various properties.

THESE are the moments a conventioneer remembers best—or least. Treasuring this one is Lew Smith of Edward Petry & Co., Chicago, while a guest in the KMTV (TV)-KMA Omaha-Shenandoah suite.



VISITORS to the RCA color exhibit saw these two posing prettily before the camera and over a closed circuit receiver. They must have been attractive: WGN-TV Chicago bought the whole chain.

BROADCASTER Edward J. Uhler Jr. of KENS-TV San Antonio gets a lapel button in the Associated Artists Productions' suite, where he and other delegates came to hear about the Warner Bros. packages.

RAB'S contribution to the success of the TvB television billings presentation Wednesday was this blonde, whose sandwich board invited all to hear the real lowdown on tv at the RAB radio clinic.

DELEGATES were invited by three 6-ft. models to learn more about the GE automatic programming system. A blonde, brunette and redhead, they also plugged GE color.

ment of radio-tv sound signals was delivered by A. A. McGee Jr., studio facilities section, General Electric Co. He spoke on "Automatic Gain Control Devices in Audio Circuits." Claiming that if the engineer's chore of having to keep the outgoing voice or sound at a nearly level balance could be accomplished automatically, studio and transmitter engineers would be free to perform other functions.

Paul G. Wulfsberg, assistant research director, Collins Radio Co., traced the development of transistors in the consumer radio-tv set field and pointed out it is entirely possible now to design a completely transistorized studio and remote system. He claimed transistors not only make equipment much smaller but can increase overall reliability.

ABC-TV AFFILIATES SET ADVISORY UNIT

Formation of group authorized at meeting during Chicago NARTB convention.

STEPS toward creation of an ABC-TV affiliates advisory committee were taken last week as the affiliates convened in Chicago in an April 15 meeting preceding the opening of the NARTB convention.

The stations authorized formation of a committee which will draft a charter and bylaws for the proposed organization and also represent the affiliate body until the final organization is formed.

The committeemen chosen were the same who also were assigned to arrange for ABC-TV affiliate representation in testimony before the Senate Commerce Committee (see story page 68). They include Joe Bernard, WGR-TV Buffalo; Don Davis, KMBC-TV Kansas City; Joseph Drilling, KJEO-TV Fresno, Calif.; Joseph Herold, KBTV (TV) Denver; Fred S. Houwink, WMAL-TV Washington; Harry LeBrun, WLWA (TV) Atlanta; Robert Lemon, WTTV (TV) Bloomington, Ind.; William Walbridge, KTRK-TV Houston, and, as alternate, Joseph F. Hladky, KCRG-TV Cedar Rapids.

This group was selected by a five-man committee headed by Walter M. Windsor, KCMC-TV Texarkana, Tex. Officials said late last week they had not yet contacted the entire group but already had enough acceptances to "give us assurance."

Mr. Houwink was named acting secretary. He will send out resolutions to the affiliates for their signatures and also will call a further meeting of the committee within the next few weeks to organize, elect a chairman and form subcommittees to draft charter and by laws and handle other functions.

In the April 15 meeting, the station officials also heard reports from John H. Mitchell, ABC vice president in charge of the television network, and heads of various ABC-TV departments.

At the same time, ABC Radio affiliates were holding a similar meeting for reports from Don Durgin, ABC vice president in charge of the radio network, and his key executives.

Preceding the separate radio and television sessions, ABC President Robert E. Kintner had addressed a joint meeting on ABC radio and tv plans and progress, and Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, appeared briefly to greet the combined group and reiterate AB-PT's confidence in, and support of, the ABC management's plans. The affiliates, on motion of Norman Kal, WAAM (TV) Baltimore, went on record commending the network.

ELECTRONIC ELECTION BATTLE FORESEEN

Presidential News Secretary James C. Hagerty and Democratic National Committee radio-tv advisor J. Leonard Reinsch debate electioneering problems. Both are in accord that their parties are depending on brief air campaign as operating procedure.

THE 1956 presidential campaign will be heard on an electronic forum, NARTB convention delegates were told Wednesday at a political session. James C. Hagerty, President Eisenhower's news secretary, and J. Leonard Reinsch, executive director of the Cox stations and radio-tv advisor to the Democratic National Committee, debated the broadcast issues and indicated their dependence on a brief tv-radio campaign.

Mr. Reinsch observed that "no political candidate today can expect to be continuously successful without using the broadcast media." He advised stations to develop close contacts with candidates, reminding that "all congressional investigations are headed by congressmen and senators who were candidates, possibly in your area, in 1954, 1952 or 1950."

HAGERTY REINSCH

After recalling how President Roosevelt had developed the fireside radio chat and how President Eisenhower had opened the news conference to radio-tv coverage, he said the presidential veto of the farm bill last week was definitely political in the opinion of Democrats and that equal time was sought for reply.

The problem of splinter candidates must be solved by updated legislation, he felt, asking for amendment of Sec. 315 of the Communications Act. He urged stations to take a stand on legislative proposals of this type and make their positions clear to legislators.

Mr. Reinsch thought the Democratic presidential candidate would be willing to meet with the Republican candidate in a national tv debate and reviewed an NBC-TV plan to present candidates in short split-screen debates on *Today*. So far the Republicans have not accepted a plan but Democrats are agreeable, he said, and noted that Ampex will supply audio tape facilities to newsmen during the Democratic convention.

Clearance problems will be heavy for stations and networks, he said, emphasizing the demand for election-eve time. Possibly some sensible local restrictions can be applied by broadcasters, he suggested.

Mr. Reinsch contended that station executives should keep informed on the issues and candidates and should study the political broadcast catechism just revised by NARTB.

Mr. Hagerty argued that many radio-tv talks by the President, performed in line of duty, cannot be construed as partisan political broadcasts. He cited the farm bill veto as an example, vetoed "because the President felt it was not a good bill." He felt the same way about Saturday night's foreign affairs broadcast before the American Society of Newspaper Editors in Washington.

When a political party wants equal time to reply to an administration speaker, he explained, the decision is a matter for network decision. "If the government ever makes that decision," he said, "I will be one of the first not to work for the United States."

Mr. Hagerty agreed with Mr. Reinsch that Sec. 315 needs overhauling to protect broadcasters from splinter parties. He pleaded with Democrats "to get off that air" after their convention so the Republicans can start their session.

The White House will supply news conference and speech tapes to independent radio stations if they supply a replacement reel, he said, but explained there are no funds to supply film to independent tv stations.

Tv Underplays Its Own 'Clean House'—Shafto

NARTB and broadcasters must meet head-on the irresponsible and exaggerated attacks on tv programming and commercials, G. Richard Shafto, WIS-TV Columbia, S. C., and chairman of the NARTB Tv Code Review Board, told the NARTB tv membership Wednesday at the Chicago convention.

Mr. Shafto spoke at a special code session at which typical deletions from tv film programs were exhibited. "We have underplayed our sincere efforts to keep our own house clean," he said.

"There's no reason for us to apologize to the public, to Congress, to the FCC, to the Federal Trade Commission, to anyone, for the way we are collectively presenting television programming and advertising."

He offered these suggestions to meet criticism and improve programming service: intensify station promotion by code display; blend the code into public service and civic activities; send names and addresses of viewers who send criticism to the station, which NARTB will acknowledge.

In a review of the "pitch" problem, he defined pitch as five minutes or more of solid commercial, usually containing exaggerated prices and calling for fast action. Advertisers can sell the product effectively with announcements instead of long commercials, he said, adding "the pitch program does not belong on television."

Over-commercialism can lead to more severe government regulation, he said. Citing a 40% growth in code subscription since he joined the board two years ago, Mr. Shafto said there are 281 station members and three networks. He noted the industry has shown its determination to keep bait-switch copy off the air.

Film clips deleted from movies were displayed. They included a suicide's body hanging in a jail cell, profanity, lewd scene involving low-neck dress, cartoons and a belly dancer.

CONVENTION COVERAGE Continues on page 100

Photo by Fabian Bachrach

"Hamm's 'Burling Bear' Teamed with KMTV's Sports Show Really Sells the Omaha Area"

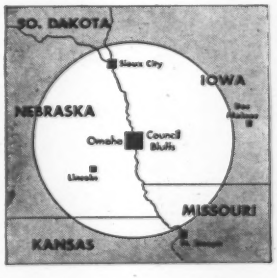
. . . says ART LUND *of Campbell-Mithun, Minneapolis*

"This is the third year we've used KMTV," Mr. Lund said. "The reason—a sales and merchandising job that has made 'Hamm's . . . from the Land of Sky Blue Waters' a buy-word in Western Iowa and Nebraska."

"According to the Hamm's distributor in Omaha," Mr. Lund added, "Hamm's sales have shown a steady, healthy increase ever since KMTV's Sport Show has been used."

For years, KMTV has been first in the Omaha area—in ratings—national, regional, and local spot business . . . and in color. Now as basic NBC in Omaha, KMTV is continuing this leadership. The latest TRENDEX (Jan. 2-8, '56) shows that KMTV leads 54.5 to 45.5 from 12:00 to 6:00 p.m. and 52.3 to 47.7 from 6:00 to 8:00 p.m.

So profit from the experience of many successful national advertisers. Contact KMTV or your Petry man today.



KMTV MARKET DATA	
Population	1,536,800
TV Homes	362,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

(Sales Mgt., May 10, 1955)

COLOR TELEVISION CENTER

KMTV

CHANNEL 3

MAY BROADCASTING CO.

NBC-TV
ABC-TV

OMAHA

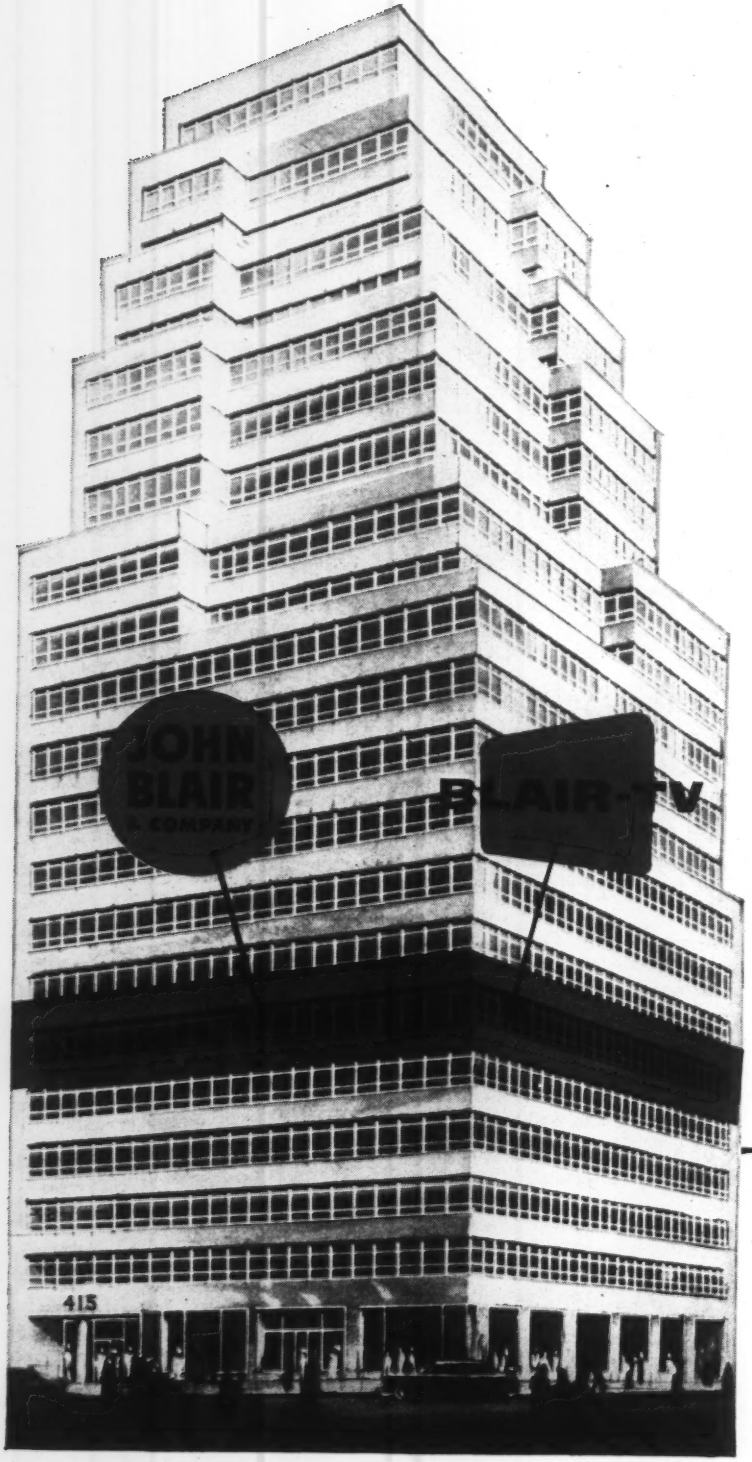
Represented by

Edward Petry & Co., Inc.

In cooperation with the stations we represent

JOHN BLAIR & COMPANY

Building



We start our 24th year with greatly enlarged New York quarters... to keep pace with increasing use of spot by advertisers

The maintenance of Mass Production depends on Mass Selling.

In turn, Mass Selling depends on Mass Communication.

For many businesses, the most effective form of Mass Communication is Spot Broadcasting—either in radio, or television, or both.

And because, in cooperation with the stations we represent, we have had a hand in the development of Spot Broadcasting to its present stature, the fact that John Blair & Company is 23 years old this month may be of more than passing interest to our industry, and to marketing executives who are coming more and more to rely on "spot" to provide the basic power to achieve their sales goals.

at 48th & Madison

(415 Madison Avenue)

in the very heart of the world's advertising capital the Blair companies will occupy the entire 6th floor starting April 30, 1956.

PHONE NUMBERS (after 4/29)

John Blair & Co. . . PL 3-4250

Blair-TV . . . . . TE 8-5800

and BLAIR-TV are

together for the future

of Spot Radio and Television

In one sense, the progress of 23 years can be told in statistics:

April, 1933: Offices, 1; Staff, 3.

April, 1956: Radio Offices, 10; TV Offices, 10; Staff, over 175.

Behind the statistics stands the real story—of mutual understanding between station and representative—of policies determined and problems solved in terms of building the industry as a whole.

For mere length of station-list has never been one of our goals. Stations we represent have been those we could work *with*, not simply work *for*.

We have shared in their progress—and they in ours.

Key Factor in Station Income

For years, Network Affiliation was the most vital consideration for a radio station. But today—now that spot revenue for stations has out-distanced network revenue many times over, the naming of a national representative is a much more important choice.

The broadcast medium has reached its maturity—and it requires mature judgment in selling. In today's intense competition for advertising dollars, it takes seasoned salesmen, backed up by modern facilities in Research and Sales Development, to do justice to the selling of a major station.

New—a Farm Department

Take the farm market, for example. Radio is essential to the modern farmer and his wife. They rely on it for weather-data, for market quotations, for news and reports that often affect their day-to-day farming decisions.

In many ways, the farm market is a specialized market. So in 1955 we established a Farm Department to provide the specific farm-and-radio data that marketing executives need.

Interpreting Radio to Business

As recently as last year, it was apparent that too many business men did not have Radio in proper focus. They failed to realize that, through alert local-interest programming, major stations are doing a better selling job than ever before.

To develop a clearer understanding of Spot Radio as a selling force, we undertook a five-month educational campaign. These advertisements ran in the New York Herald-Tribune so as to reach thousands of executives who would have no occasion to read the excellent business papers in our field. Response to and results of this project have been most encouraging.

Need for Separated-Selling

In television's early days we recognized, as did our stations, that it was competitive with radio. It was logical that these two competitive media be represented by completely independent sales organizations—each concentrating on its own medium. So in 1948 Blair-TV was established, a separate organization devoted entirely to television—actually television's first exclusive national representative.

The soundness of this decision, which was participated in by our stations, has been amply proved by the selling records of the two organizations.

Keeping Pace with "Spot"

As the number of advertisers using spot has continued to grow, our two sales organizations and facilities expanded accordingly—in order that increased traffic could be handled with no slow-down of service. In New York, for example, we took in 1951 what seemed enough space to handle our expansion plans for ten years. Now, because of the increases in spot radio and the tremendous surge of spot-volume in television, our ten-year goals have been passed in less than five.

So at the end of this month we move into quarters 44 percent larger, in a new air-conditioned building at 415 Madison Avenue . . . right in the heart of the advertising capital of the world.

* * *

Yes, anniversaries can serve a useful purpose, far beyond staging pictures of a president puffing at xx candles on a birthday cake. They furnish a timely opportunity to review and restate basic principles that provide the foundation for future development and to pledge that—as we enter our 24th year—our two sales organizations and the stations we represent will continue building together for the future of spot radio and television.

JOHN BLAIR
AND COMPANY
Radio Exclusively

BLAIR-TV
Television Exclusively

National Representatives of Major-Market Stations • Offices in Principal Cities Coast-to-Coast

INSTANTANEOUS RATING SYSTEM CLAIM MADE BY WEST COAST AGENCY EXECUTIVE

Lennen & Newell's Benjamin Potts announces development of Telerad, electronic setup said capable of delivering qualitative and quantitative count of audience every 30 seconds.

DEVELOPMENT of a new electronic audience rating system for television and radio, which instantaneously will present both quantitative and qualitative analyses of the audience every 30 seconds during a program, was described Thursday to B•T by Benjamin R. Potts, vice president and manager of the Los Angeles office of Lennen & Newell.

Devised by Robert Miller, professor of marketing at the U. of Southern California; George Wood, engineer, and Gerald Katz, statistician, both with Hughes Aircraft Corp., the new audience analysis system is based on wartime-developed radar principles to continuously sample the tv or radio audience and show who is viewing or listening among the sample and the program to which they are tuned.

Mr. Potts, who plans to resign from his agency post May 1 to devote full time to the new development and possibly other agency work, said both NBC and CBS have expressed interest in the system and that a cost analysis is under way to present to NBC for full-scale field testing of the device. The test would be made in Los Angeles.

Prototype unit has been developed by Behlman Engineering Lab, Burbank, Calif., where demonstrations are being shown to networks, agencies and others.

Possible AAAA Project

Mr. Potts envisions the system as the broadcast media's combination answer to the Audit Bureau of Circulation and Starch Reports of the publishing field. He told B•T that agency inquiries show that the system is considered as a potential advertising project which the American Assn. of Advertising Agencies could undertake.

Messrs. Miller, Wood and Katz are organizing a corporation tentatively called Telerad Audit of Broadcast. Mr. Potts is representing Telerad in promotion of the system and in securing financial backing.

It is estimated about $5 million would be required to install some 20,000 Telerad recorder units in home tv receivers throughout the U. S., although it is expected that the installations would be made 100 units at a time in any given market until a proper sample size is achieved. Initial concentration will be on television because of the bigger economic stake of the advertiser.

Mr. Potts said he understood that the A. C. Nielsen Co. has only 68 Audimeters installed in the Los Angeles market and about 850 units nationally.

Telerad technically works like this, according to Lewis Behlman, head of the Burbank engineering firm.

A central communications center is established. In Los Angeles it will be atop Mt. Wilson, where the transmitters of the seven local tv stations are located. Here a battery of electronic computers is set up for each program channel in the area. The center transmits a high frequency synchronizing signal to the Telerad reporter units attached to the tv receiving sets in the sample homes. The synchronizing signal triggers each Telerad recorder unit to transmit at a pre-set instant what program channel it is tuned to.

This reply transmission is picked up by a special receiver at the communications center and fed to computers for the respective program channel. The computer then supplies on tape or card an analysis of the audience at that moment. The analysis shows how many are listening and can break down the complete sample by individual units so that a qualitative study by economic or other sample strata is possible.

Mr. Behlman explained that each Telerad recorder unit transmits its information in a brief consecutive instant during the 30-second reporting cycle, with the transmission timing precisely keyed by the central synchronizing signal. He said 1,000 reporting units in Los Angeles could be sampled accurately for all seven channels within each 30-second cycle as a result of electronic advances achieved in radar experience.

Mr. Behlman said a special allocation would have to be obtained from the FCC to operate the system and felt that a sharing arrangement on unused uhf frequencies would work well. He said the Telerad reporter unit on the home receiver would operate at about 1 watt but through storage of signal capacity would burst about 20 watts in each reply transmission.

Each reporter unit installed on a home receiver would cost about $100, Mr. Wood told B•T. Instead of paying the home resident as Nielsen does, he said, Telerad is considering offering free servicing and repair parts for the home receiver.

Mr. Potts said the Telerad system may also be important to the industry in reappraising radio as an advertising medium, since the reporter unit will work on home radios, portables and auto sets. He said radio is not accurately surveyed now because existing survey systems are not of sufficient scope.

Messrs. Miller, Katz and Wood began development of Telerad about 18 months ago. Construction of the Behlman prototype began six months ago.

Mr. Potts said he has made a telephone presentation to CBS Inc. President Frank Stanton and that Howard S. Meighan, vice president in charge of the western division of CBS-TV, has viewed a demonstration. Mr. Potts recalled that Dr. Stanton about a decade ago began work toward an instantaneous audience measurement system (IAM).

Others who have seen a demonstration include John K. West, NBC Pacific Div. vice president, and Thomas W. Sarnoff, the division's director of production and business affairs. Mr. Sarnoff is said to have presented the system to his father, Brig. Gen. David Sarnoff, RCA board chairman, when Gen. Sarnoff was enroute to Hawaii several weeks ago.

CAKE MIXES | **IN MINNEAPOLIS-ST. PAUL TV**

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX . . .

Rank	Product & Agency	Network Shows	Total Network	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Pillsbury (Leo Burnett Co.)	5	1	6	122
2.	Betty Crocker (BBDO)	4	1	5	52

HOW THEY COMPARE IN MINNEAPOLIS-ST. PAUL . . .

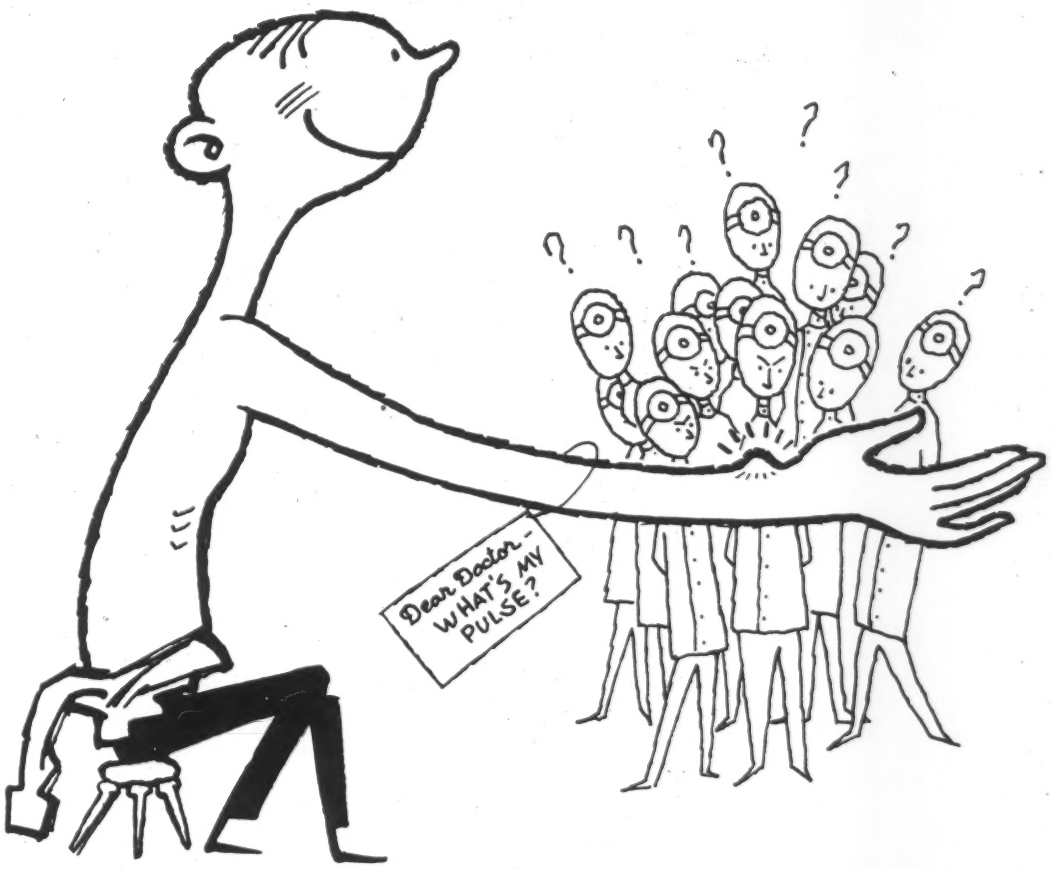
Rank	Product and Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Pillsbury (Leo Burnett Co.)	5	1	6	110
2.	Betty Crocker (BBDO)	4	1	7	73
3.	Dromedary (Ted Bates & Co.)	—	2	10	59

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for progams of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring of networks for national report and Minneapolis-St. Paul for local report occurred Feb. 20-26, 1956.



5 New York doctors

and 5 more Doctors of High Pulse (Phd's) with Madison Avenue backgrounds (MA's) knew it even before it was PROVED by the specialists from the Pulse, Inc.

WNCT IS FIRST IN ALL EASTERN CAROLINA during every minute of every hour of every day.

Several weeks before our Pulse was taken, we consulted 400 agency Pill-Pushers and asked them:

Q: How many quarter hours is WNCT a-head in 19 counties of Eastern Carolina?

A: 464—which is ALL of them!

Q: What would you say WNCT's highest Pulse will read in any quarter day or nite?

A: 54.5

The staff of prize-winning physicians listed below were most accurate in their diagnoses. We congratulate them!

And we'd love to have YOU examine us and check our Pulse. Dr. John E. Pearson can show you our national Case History, and Dr. Jim Ayers has the chart on us in the south-east.

We feel just fine, thank you!

WNCT Greenville ★ N. C.
channel 9 PRIMARY CBS AFF.
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

1st—**Thomas J. Glynn** J. Walter Thompson

2nd—**Bill Murphy** Benton & Bowles

3rd—**William J. Stenson** Campbell-Mithun

4th-10th—**Charles F. Theiss,** Ted Bates; **Edmond C. Semel,** Compton; **Watts Wacker,** D. P. Brother; **Tom Carson,** Compton; **Nick Wolf,** Leo Burnett; **Gerald Eckhart,** Cargill & Wilson; **Charles Willard,** McCann-Erickson.

Ratings Do Not Indicate Selling Power, Ascher Says

HIGH RATINGS and mass audiences do not necessarily mean mass sales. So says Sidney H. Ascher, president of Teen-Age Survey Inc., private research organization, who last Wednesday addressed the Retail Club, New York City Community College of Applied Arts and Sciences.

Charging that ratings and their sociological effect on all parties concerned—sponsors, agencies, talent and "everyone in the business"—are reflected in the actual construction and performances of tv shows, Mr. Ascher said in many cases programming is "so overwhelming that sponsor identification is lost." Thanks to the "rating bugaboo," Mr. Ascher stated, "the sponsor wants his show to hit the top right off the bat." This, he felt, hampers the industry, for instead of serving as "a guide," ratings have become "the master" of the art.

The solution, Mr. Ascher felt, lays in tailoring the program and aiming it directly at the people the advertiser wants to reach, as in the manner of magazine advertising, where sponsors "go into magazines with limited circulation in preference to mass-circulation magazines . . ." paying higher rates, but knowing they "attract just the people who are interested in and will buy what they offer."

Religious Broadcasters Inc. Hits Stand of Church Council

AN EFFORT by the National Council of Churches of Christ in the USA to eliminate paid-time religious programs [B•T, March 12] was protested in a unanimous action by the National Religious Broadcasters Inc. at its annual convention in Cleveland.

The NRB said the National Council "does not speak for all the Christians of America" and added that "more than 20 million members are in various Protestant churches not affiliated with the National Council."

The National Assn. of Evangelicals, which is composed of 40 different denominations, 10 conferences of denominations and more than 1,000 independent churches, has endorsed the NRB action.

$400,000 for Promotion Drive

A BUDGET of $400,000 has been set aside for television, radio and newspapers to acquaint consumers with its movie-grocery promotion tie-in, Cinema Diorama Advertisers, New York, announced last week [B•T, March 26]. Products signed for the campaign are Consolidated Cigar Sales Co., Borden's instant coffee, Borden's Starlac, Scott facial tissue, Good Luck margarine, Hoffman's beverages and Ipana toothpaste. Eleven additional products are expected to sign shortly. The current schedule calls for spots on all local stations. There are 189 movie theatres cooperating in the campaign.

C-P to Share Cummings Show

COLGATE-PALMOLIVE Co., New York, will begin sharing sponsorship of *The Bob Cummings Show* on CBS-TV (8-8:30 p.m. EST), effective May 3. The program will continue to be sponsored by R. J. Reynolds Tobacco Co. on alternate Thursdays. Both R. J. Reynolds and Colgate-Palmolive are handled by William Esty Co., New York.

LATEST RATINGS

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING MARCH 26, 1956)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	†Total Audience No. of Homes Reached (000)
1.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	154	Mon., 9-9:30	17,304
2.	$64,000 Question	Revlon	BBDO	CBS	164	Tues., 10-10:30	17,199
3.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	186	Sun., 8-9	17,094
4.	Academy Awards	Oldsmobile Div. of General Motors	D. P. Brother	NBC	131	Wed., 11:30 p.m.-12:15 a.m.	16,251
5.	Disneyland	American Motors Amer. Dairy Assn. Derby Foods	Geyer & Brooks Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	178	Wed., 7:30-8:30	15,374
6.	Max Liebman Presents	Oldsmobile Div. of General Motors	D. P. Brother	NBC	126	Sun., 7:30-9	14,216
7.	Jack Benny Show	American Tobacco Co.	BBDO	CBS	174	Sun., 7:30-8	14,180
8.	December Bride	General Foods Co.	Benton & Bowles	CBS	181	Mon., 9:30-10	14,110
9.	Perry Como	Armour Dormeyer Gold Seal International Cellucotton Prod. Noxzema Chemical Toni Co.	Tatham-Laird John W. Shaw Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer Colwell & Bayles Weiss & Geller	NBC	81 82 86 90 95 91	Sat., 8-9	13,900
10.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	13,584
	You Bet Your Life	DeSoto Div. of Chrysler	BBDO	NBC	157	Thurs., 8-8:30	See Ratings Below
	Private Secretary	American Tobacco Co.	BBDO	CBS	174	Sun., 7:30-8	See Ratings Below

Rank	Program	‡Average Audience (000)	Rank	Program	†% Total Audience	Rank	Program	‡% Average Audience
1.	I Love Lucy	16,602	1.	I Love Lucy	51.1	1.	I Love Lucy	49.1
2.	$64,000 Question	15,865	2.	$64,000 Question	51.0	2.	$64,000 Question	47.1
3.	Ed Sullivan Show	14,286	3.	Ed Sullivan Show	51.0	3.	Ed Sullivan Show	42.6
4.	December Bride	13,233	4.	Academy Awards	47.6	4.	Jack Benny Show	39.7
5.	Jack Benny Show	13,163	5.	Disneyland	45.3	5.	December Bride	39.5
6.	Academy Awards	12,776	6.	Jack Benny Show	42.8	6.	Academy Awards	37.4
7.	Dragnet	12,671	7.	Max Liebman Presents	42.4	7.	Dragnet	37.1
8.	Disneyland	12,531	8.	December Bride	42.1	8.	Disneyland	36.9
9.	You Bet Your Life	12,145	9.	Perry Como Show	42.1	9.	You Bet Your Life	35.6
10.	Private Secretary	11,829	10.	Dragnet	39.8	10.	Private Secretary	35.6

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

TOP RADIO PROGRAMS (TWO WEEKS ENDING MARCH 10, 1956)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time (all p.m.)	†Homes (000)
Evening, Once-A-Week							
1.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,974
2.	Our Miss Brooks	Toni	North Adv. Agency	CBS	203	Sun., 8-8:30	1,974
3.	Dragnet	Anahist	Ted Bates	NBC	174	Tues., 8-8:30	1,786
4.	You Bet Your Life	DeSoto	BBDO	NBC	194	Wed., 9-9:30	1,786
5.	News & Gene Autry	William Wrigley	Ruthrauff & Ryan	CBS	191	Sun., 6-6:30	1,739
6.	Godfrey Scouts	Lipton	Young & Rubicam	CBS	160	Mon., 8:30-9	1,692
7.	Edgar Bergen	20th Century-Fox	(not on air that time period)				1,645
8.	Edgar Bergen	CBS Columbia	Ted Bates	CBS	200	Sun., 7-8	1,551
9.	People Are Funny	RCA	Kenyon & Eckhardt	NBC	176	Thurs., 8-8:30	1,551
10.	Edgar Bergen	Anahist	Ted Bates	CBS	200	Sun., 7-8	1,504
Evening, Multi-Weekly							
1.	One Man's Family	Anahist	Ted Bates	NBC	185	Mon.,-Fri., 7:45-8	1,645
2.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-7:45	1,551
3.	Lowell Thomas	United Motors Service Div. of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,363
Weekday							
1.	Young Dr. Malone	Cheseborough-Ponds	J. Walter Thompson	CBS	112	Tues & Thurs., 1:30-1:45	2,162
2.	Helen Trent	Pharmacal	Doherty-Clifford-Steers & Shenfield	CBS	186	Mon. & Wed., 12:30-12:45	2,162
3.	Helen Trent	Pharmacal	Doherty-Clifford-Steers & Shenfield	CBS	186	Fri., 12:30-12:45	2,162
4.	Guiding Light	Procter & Gamble	Compton	CBS	143	Mon.-Fri., 1:45-2	2,115
5.	Helen Trent	Carter	Ted Bates	CBS	203	Tues. & Thurs., 12:30-12:45	2,068
6.	Wendy Warren	General Foods	Young & Rubicam	CBS	190	Fri., 12-12:15	2,068
7.	Ma Perkins	Procter & Gamble	Dancer-Fitzgerald-Sample	CBS	137	Mon.-Fri., 1:15-1:30	1,974
8.	Wendy Warren	Philip Morris	Biow-Beirn-Toigo	CBS	191	Tues. & Thurs. & Mon. & Wed. alt. weeks, 12-12:15	1,974
9.	Wendy Warren	St. Brands	Ted Bates	CBS	190	Mon. & Wed. & Tues. & Thurs. alt. weeks, 12-12:15	1,974
10.	Young Dr. Malone	Cheseborough-Ponds	J. Walter Thompson	CBS		1:30-1:45 Wed & Fri., 1:30-1:45	1,927

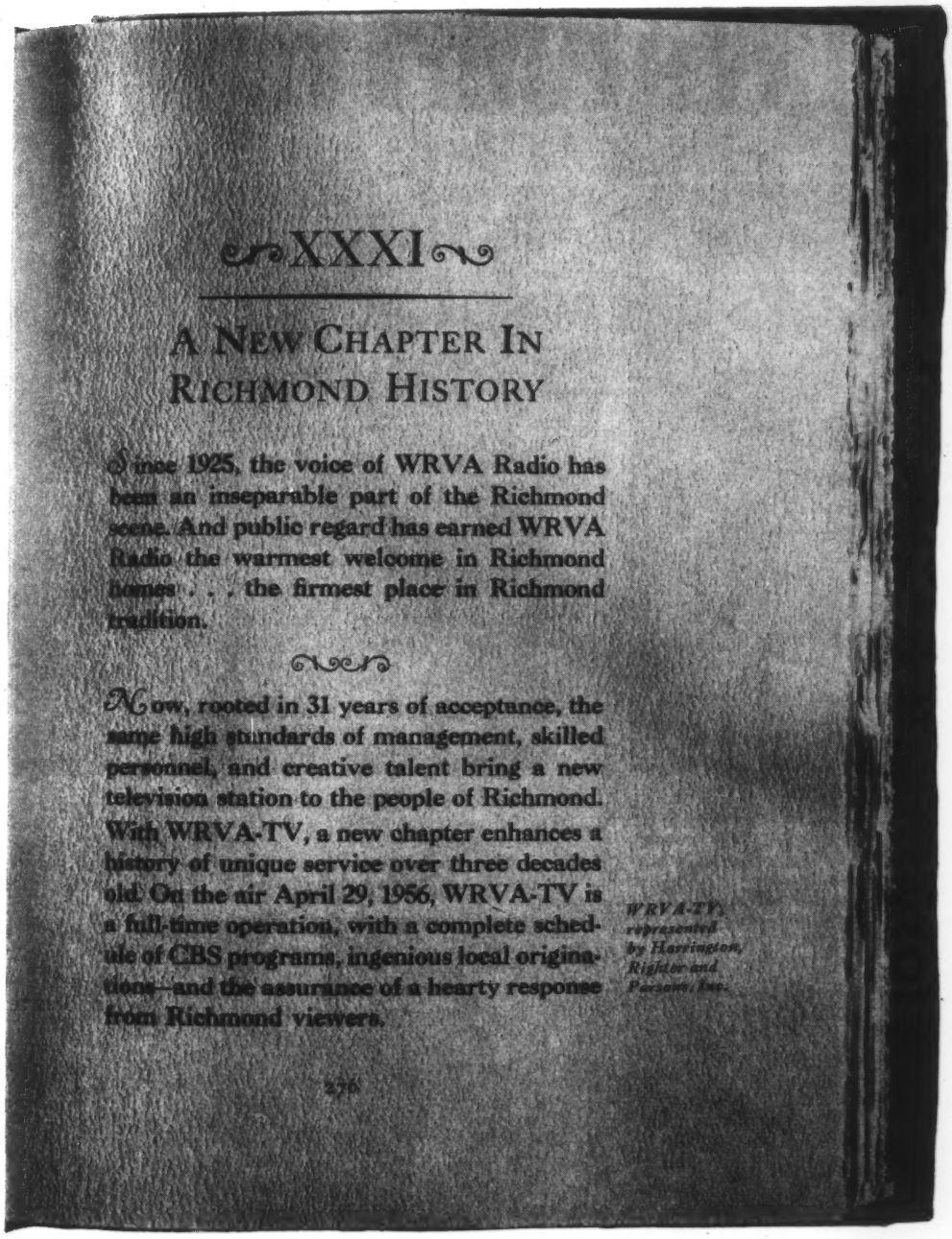
†Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, homes listening 1 minute or more are included.
NOTE: Number of homes is based on 47,000,000, the estimated March, 1956, total United States radio homes.
Copyright 1956 by A. C. Nielsen Co.

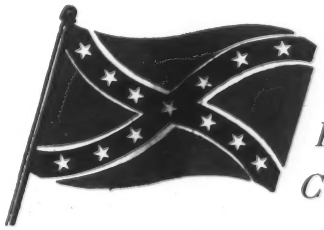
VIDEODEX

TOP 10 SPOT SHOWS* MARCH 1-7

Name of Program	% Tv Homes	Tv Homes (000's)	No. of Cities
1. Dr. Hudson's Secret Journal (MCA-TV)	18.8	4,015	105
2. I Led Three Lives (Ziv)	18.0	5,425	120
3. Eddie Cantor (Ziv)	17.5	1,019	44
4. Highway Patrol (Ziv)	17.3	6,290	165
5. Liberace (Guild)	17.1	3,415	78
6. Badge 714 (NBC-TV)	16.5	4,603	117
7. Count of Monte Cristo (TPA)	16.2	1,951	46
8. The Man Called X (Ziv)	16.1	1,967	44
9. Kit Carson (MCA-TV)	15.6	823	30
10. Science Fiction Theatre (Ziv)	15.5	4,922	126

* Appearing in a minimum of 20 markets.
Copyright, Videodex Inc.


XXXI
A NEW CHAPTER IN RICHMOND HISTORY
Since 1925, the voice of WRVA Radio has been an inseparable part of the Richmond scene. And public regard has earned WRVA Radio the warmest welcome in Richmond homes . . . the firmest place in Richmond tradition.
Now, rooted in 31 years of acceptance, the same high standards of management, skilled personnel, and creative talent bring a new television station to the people of Richmond. With WRVA-TV, a new chapter enhances a history of unique service over three decades old. On the air April 29, 1956, WRVA-TV is a full-time operation, with a complete schedule of CBS programs, ingenious local originations—and the assurance of a hearty response from Richmond viewers.
276
WRVA-TV, represented by Harrington, Righter and Parsons, Inc.



WRVA-TV
Richmond, Va.
CBS Basic Channel 12

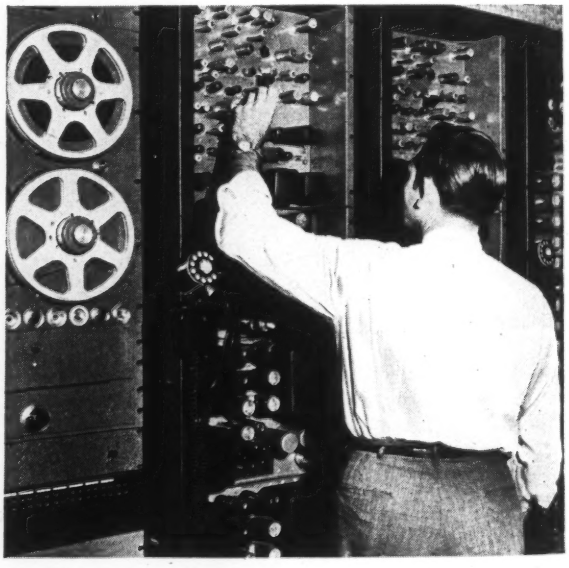
C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

WAAM-TV Gets

TWO FILM CHAINS MODIFIED! Picture above shows modernized WAAM-TV film projection room. The RCA TK-21 Vidicon Cameras are mounted on TP-11 Multiplexers. One TP-16 Film Projector, one 35 mm slide projector and an opaque projector are used with each camera. The two independently operated chains increase ease of operation and provide preview and auditioning facilities.

SPARE CAMERA! Simplicity and small size of RCA TK-21 make it practical to keep a third camera on hand as a spare. This allows either film chain to be quickly returned to service in emergencies and provides station clients with this assurance of continuous programming.

MINOR CHANGES IN CONTROL ROOM! Second and third monitors from left are the vidicon master monitors. Their housings also enclose the camera control panels. Installation was relatively simple since the station's original film monitors and housings were used. No changes in arrangement were required—vidicon control panels being substituted for control panels of the iconoscope cameras.



SIMPLE RACK ADDITIONS! Closeup of the two cabinet racks containing auxiliary and power equipment for the two vidicon film cameras. Only the vidicon control chassis and vidicon deflection chassis (top and next to top panels in each rack) had to be installed in each chain. Power supplies were already part of original equipment. Racks are readily accessible for setup, adjustment and maintenance.

Better Picture Quality

by Replacing Iconoscope Film Cameras with RCA Vidicon Film Cameras

WAAM-TV, Baltimore, has replaced its iconoscope film cameras with RCA Vidicon Film Cameras and is obtaining much improved pictures at lower operating cost. WAAM-TV's two iconoscope film camera chains had been in operation for over six years. During that time a number of improvements in original circuitry had been incorporated to boost iconoscope performance.

VIDICON PERFORMANCE INVESTIGATED

In their search for further improvement WAAM-TV engineers inspected one of the first RCA Vidicon chains at Camden. They immediately noted performance that surpassed the iconoscope chain in almost every respect ... marked improvement in gray scale, tremendously increased signal-to-noise ratio, improvement in resolution, elimination of shading signals, and provision for automatic black level control.

TESTS PROVE VIDICON SUPERIORITY

Actual operating comparisons were made by WAAM-TV engineers by running several of the station's own films on both the iconoscope and vidicon chains. Says Ben Wolfe, WAAM-TV's Director of Engineering, "The reproduction from the vidicon chain was superior in each instance, with a minimum of operating effort." As a result of this demonstration WAAM-TV decided to modernize with vidicons.

STATION SAVINGS ON CONVERSION

WAAM-TV's purchase and installation of two RCA Vidicon chains shows how operating cost can be reduced by modernization of existing equipment. The economy afforded by using existing iconoscope auxiliary equipment —master monitors, console housings and power supplies —permitted expanded station versatility through the use of two multiplexers with two vidicon chains. Since no changes in arrangement were required in the master control room (vidicon remote control panels were merely substituted for the control panels of the iconoscope cameras) actual installation was simplified, allowing greater ease of operation.

AGENCIES APPLAUD IMPROVED QUALITY

The quality of WAAM-TV's film reproduction has received hearty endorsement from advertising agencies who appreciate its sales effectiveness. Their comments have stressed the "snap," clarity and live effect noticeable in WAAM-TV film presentations. This praise, from men who make it their business to recognize top performance, is the final proof of "RCA Vidicon quality."

You, too, can transform film shows and commercials that are just "getting by" into sparkling, life-like hits! Do it with an RCA Vidicon Film Camera System . . . conveniently and economically. Ask your RCA Broadcast Sales Representative for complete details. In Canada, write RCA Victor Ltd., Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT CAMDEN, N. J.

POLITICAL TV SEEN AS BIG CHALLENGE

Stations, representatives and agencies must realize that campaign commercials constitute 'serious and important' business, Lloyd G. Whitebrook tells Assn. of Advertising Men & Women in New York.

THE SOONER television stations, representatives and agencies realize that political tv is a serious and important business—"one that deserves the same serious attention as any major advertiser"—the easier their jobs will be.

This conclusion was reached in a talk last Tuesday by Lloyd G. Whitebrook, vice president of Kastor, Farrell, Chesley & Clifford, before the Assn. of Advertising Men & Women in New York. Mr. Whitebrook has been active since 1948 in political advertising, aiding in campaigns of Harry S. Truman, Adlai Stevenson, New Jersey Gov. Robert B. Meyner, New York Mayor Robert Wagner and others. He also is radio and tv consultant to the State of New York.

Here are some excerpts from his last week's address:

"The advertising agency became important in political campaigns when television took the politician figuratively off the platform and into the television studio. No other single means of communication, with the exception of a personal visit by a candidate, has had such a marked effect on voting habits. . . .

"In the last few years, as candidates permitted themselves to be counselled by competent advertising agencies, they began to realize they had been invited into someone's living room when they used television. Consequently, changes of pace became extremely important. . . .

Variation in Buying

"As a result there has been a consequent change in the time-buying pattern. In the past, the candidate, his political committee, or his advertising agency would simply find out when a station had available time and arrange his rally to coincide. In the past few years, the realization has come that it is necessary to reach an audience in much the same manner a commercial sponsor seeks to obtain coverage.

"Complications, however, make this a rather difficult problem for the political party because time purchasing is done in only a short calendar period rather than on year-'round. Further complications set in because it is relatively impossible to put together state networks without costly pre-emptions and costly additional cable charges. Consequently, political committees have become important spot buyers. . . .

"In most cases, stations have been reluctant to sell political time in choice periods, preferring to make available those unsold pieces of late evening or early morning time. It is here that the agency representing a candidate or a committee must exert the same kind of pressure and the same kind of conscientiousness that would be exerted if the sponsor were a year-'round advertiser. . . .

"Actually, the station must face up to a responsibility that voters must get an opportunity to see and hear both sides of important issues. Wise purchase of time dictates that morning and afternoon periods should be used as well as early and late evening. Very often stations have allowed cut-ins of such network shows as of Garroway or *Home*.

"This year, the major political parties will be among the major spenders on television, and it will behoove stations and agencies who handle political parties to treat them as major advertisers. There is no question that many advertisers locally are feeling the pinch of high television costs and would welcome the opportunity of allowing a certain number of their time periods to be used by political parties, divided equally, or course, as long as they could retain their hold on their particular time segments. With the increasing costs of time and production, he might welcome a six-week relief in the fall provided his station did not take away his discounts and other credits. What's more, stations have found that in the heat of a campaign, a candidate's presentation is often a very good audience builder. Intelligent advertisers, when talked to on this basis, are more than willing to cooperate.

"The sooner stations, station representatives, and advertising agencies realize that political tv is a serious business, an important business, and one that deserves the same serious attention as any major advertiser, the easier their own jobs will be.

"But a word of warning, no one has ever proved to the American public that you can sell a political candidate in the same manner as a tube of tooth paste. Furthermore, if it could be done, it should not.

"The ordinary techniques sometimes employed in a product approach do not necessarily belong in a political campaign. To sell the tube of tooth paste requires, perhaps, a different approach. Most definitely, however, a very different sense of responsibility is required in selling. if you will, something so closely related to the welfare of the public, the nation and the world.

"Attempts can certainly be made to wrap Mr. Candidate in a polyethylene box, mark him as the giant economy size and place him on the market with a great deal of hoopla and fanfare. But let's not forget that advertising's success with a product is measured by the repeat sale—the product must perform. The public can be sold once but the sale must be enduring lest we do ourselves and our country a great disservice. Because we, in the agency business, are good salesmen, we must guard against blue sky claims . . . there's no Federal Trade Commission in political advertising, just our conscience."

GOP PLANS HEAVY USE OF SIMULCASTS

THE Republican National Committee plans to use 15 half-hour network simulcasts and 35 five-minute periods, mostly simulcasts, for the 1956 election campaign, L. Richard Guylay, public relations director, told GOP leaders in Washington Monday.

Addressing a closed session of Republican leaders from the 48 states, four territories and the District of Columbia at a two-day meeting in the Sheraton Park Hotel, Mr. Guylay gave the delegates a glimpse of the party's planned use of radio and tv in the overall campaign strategy.

Mr. Guylay also said the national committee would make available for use by local and state GOP candidates a number of films to be prepared by the committee for use on local tv stations, plus taped and filmed radio-tv spot announcements.

It was understood not all the time has been negotiated with networks, but that the national committee has selected the dates and time periods for the half-hour and five-minute simul-

ORS

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

April 26 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson.

April 28 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co., through Ruthrauff & Ryan (also May 5, 12, 19, 26).

May 5 (9:30-11 p.m.) *Ford Star Jubilee*, "This Happy Breed," Ford Motor Co., through J. Walter Thompson.

May 10 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp., through McCann-Erickson.

May 24 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson.

NBC-TV

April 23-27 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also April 30-May 4, 7-11, 14-18, 21-25, 28-31).

April 24 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt (also May 15).

April 24 (9:30-10:30 p.m.) *Playwrights '56*, "Center of the Maze," Pontiac Div. of General Motors, through MacManus, John & Adams.

April 26 (3-4 p.m.) *Matinee*, participating sponsors (also April 30-May 4, May 7-11, 14-18, 21-25, 28-31).

April 29 (9-10 p.m.) *Alcoa Tv Playhouse*, "Paris and Mrs. Perlman," Alcoa, through Fuller, Smith & Ross.

April 30 (8-9:30 p.m.) *Producers Showcase*, "Dodsworth," Ford Motor Co., through Kenyon & Eckhardt and RCA, through Kenyon & Eckhardt, Al Paul, Lefton and Grey.

May 3 (10-11 p.m.) *Lux Video Theatre*, Lever Bros., through J. Walter Thompson.

May 6 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha, through Bozell & Jacobs.

May 6 (4-5:30 p.m.) *Hallmark Hall of Fame*, Maurice Evans Presents "Cradle Song," Hallmark Cards, through Foote, Cone & Belding.

May 12 (9-10:30 p.m.) *Max Liebman Presents*, "Music of Gershwin," Oldsmobile, through D. P. Brothers.

May 20 (7:30-9 p.m.) *Sunday Spectacular*, participating sponsors.

May 21 (7:30-7:45 p.m.) *Gordon MacRae Show*, Lever Bros. through BBDO (also May 28).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31).

May 28 (8-9:30 p.m.) *Producer's Showcase*, "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

May 30 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.

[Note: This schedule will be corrected to press time of each issue of B•T]

Metropolitan Tulsa

DOMINANCE *Plus*

Greatest Area Coverage

Once again Pulse figures prove KVOO dominance in the Tulsa metropolitan area. But there's a very important *plus* Pulse figures don't show: the tremendous plus of greatest coverage of any Oklahoma station, completely blanketing Oklahoma's No. 1 Market PLUS rich bonus counties in Kansas, Missouri and Arkansas! Here's a bonus PLUS at NO extra cost! It's a KVOO bonus!

THE PULSE, INC. TOTAL AUDIENCE IN-HOME & OUT OF HOME TULSA METROPOLITAN AREA

Radio Station Audiences by Time Periods Jan.-Feb. 1956

Stations	Monday-Friday 6 A.M.-12N	12N-6 P.M.	6 P.M.-12 Mid
KVOO	**27**	**29**	**41**
"B"	18	17	21a
"C"	25	24	21
"D"	16a	17	x
"E"	7	4	7a
"F"	4	5	7a
Misc.	3	3	4
Total Percent	100	100	100
Average ¼ hr homes using radio	**22.8**	**25.2**	**19.2**

More than 31 years of audience preference for KVOO means more listeners who not only have KVOO tuned *in* but who *listen* as well! This means KVOO is *believed*—KVOO sells!

KVOO RADIO

50,000 WATTS • 1170 KC • OKLAHOMA'S GREATEST STATION • TULSA

EDWARD PETRY AND CO. INC., NATIONAL REPRESENTATIVES

Men who build nationwide brand

Wine Growers Guild and its agency, Dancer-Fitzgerald-Sample, Inc., are Sold on Spot as a basic advertising medium!

Guild California Wines, one of America's fastest selling brands, puts a healthy share of its budget into Spot Radio and Spot Television . . . and gets *measurable* sales impact.

How? Guild Wine says:

- "SPOT pin-points our wine story—tells it when and where it does the most good."
- "SPOT dovetails with other media to do a complete preselling job for our seasonal and special promotions . . ."
- "SPOT pays off with rock-bot-

Left to right: HOWARD E. WILLIAMS, Gen. Mgr., Wine Growers Guild; NORMAN J. KRIEG, Adv. Mgr., Wine Growers Guild; MARTIN H. PERCIVAL, San Francisco Radio Sales Mgr., NBC Spot Sales; WILLIAM V. PATTEN, Acct. Sup., Dancer-Fitzgerald-Sample; GEORGE FUERST, San Francisco TV Sales Mgr., NBC Spot Sales; R. GLENN WILMOTH, Media Dir., Dancer-Fitzgerald-Sample.

and acceptance are **SOLD ON SPOT**

tom economy, *plus* powerful merchandising support from stations represented by NBC Spot Sales."

• "SPOT is fast and flexible—lets Guild move instantly with strong local support."

Find out how Spot Radio and Television can build *your* sales in these fourteen major markets.

NBC SPOT SALES
Represents:

WMAQ, WNBQ, Chicago
KRCA, Los Angeles
WRCV, WRCV-TV, Philadelphia
KNBC, San Francisco
KSD, KSD-TV, St. Louis
WRC, WRC-TV, Washington, D. C.
WBUF-TV, Buffalo
KOMO, KOMO-TV, Seattle
KPTV, Portland, Ore.
KOA, KOA-TV, Denver
WAVE, WAVE-TV, Louisville
WRGB, Schenectady-Albany-Troy
KGU, Honolulu, Hawaii
KONA-TV, Honolulu, Hawaii
WRCA, WRCA-TV, New York
and the NBC
Western Radio Network

NBC SPOT SALES

casts, mostly in prime time. Most of the simulcasts will use both the radio and tv facilities of the respective network for which they are contracted, it was said.

Mr. Guylay told Republicans the five-minute simulcast periods would be broadcast and telecast on a national basis, but the committee will negotiate with state and local GOP groups which wish to use these periods to present state and local candiates on individual network affiliate outlets or statewide hookups.

The five-minute tv periods will be purchased under a plan agreed upon by the tv networks and the two political parties whereby a regular commercial program is shortened from a half-hour to 25 minutes to accommodate the five-minute telecast. Political parties would pay one-sixth of the half-hour rate, commercial sponsors the other five-sixths [B•T, April 9, March 26].

GOP National Chairman Leonard W. Hall told the Republican leaders at a Tuesday banquet that the principal emphasis in any presidential candidate's role as a campaigner should be on television because it offers "a means of visiting with people in their own living rooms." He said he had agreed with an opinion expressed by President Dwight Eisenhower that "this streamlined age . . . with its marvelous means of communication, including television . . . deserves a streamlined campaign."

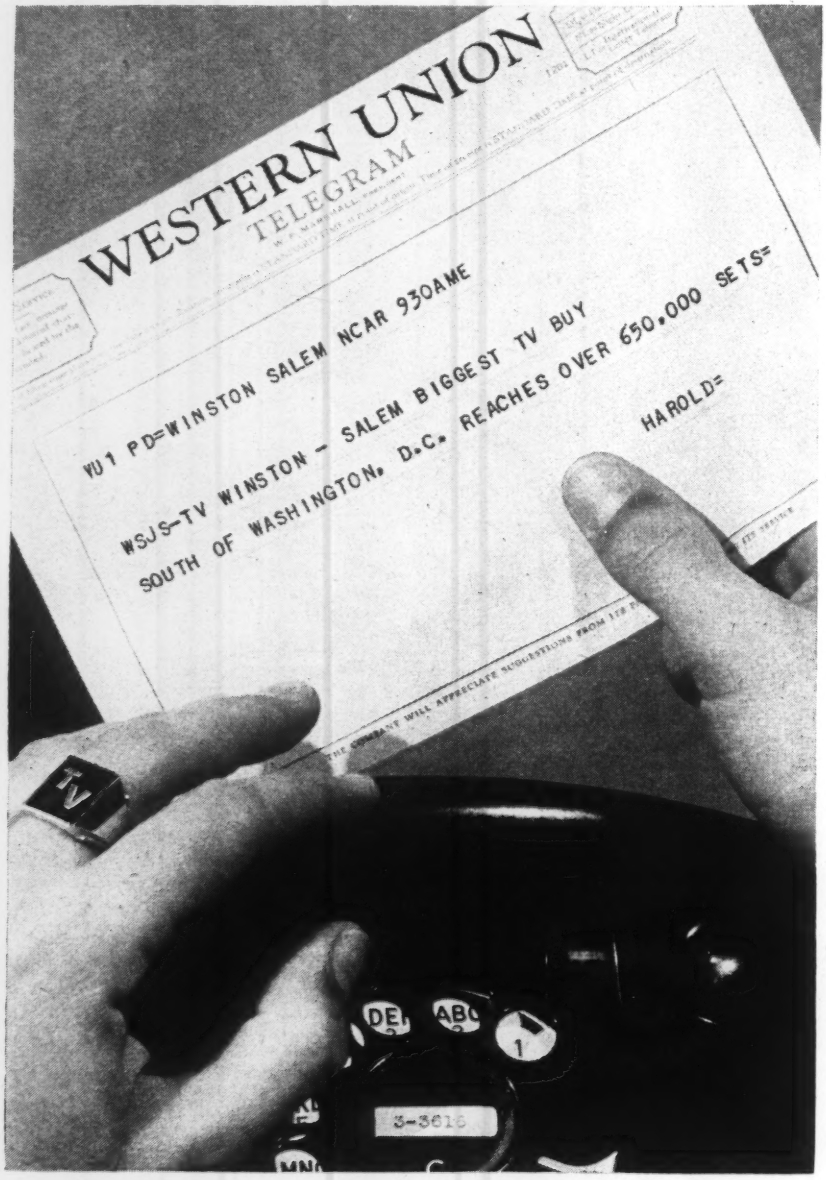
Mr. Hall said the committee had started discussions with the networks last summer on the GOP tv and radio campaign for 1956.

Major Share of $6 Million Remington Shaver Fund to Tv

REMINGTON-RAND Shaver Div., Sperry-Rand Corp., N. Y., last week announced the biggest advertising expenditure of its history, with "more than a lion's share going to tv," according to Advertising Manager Robert J. Clark Jr.

Remington-Rand will spend close to $6 million within the next 12 months, with the largest slice going for its participating sponsorship of NBC-TV's *Caesar's Hour* and alternate-week sponsorship of CBS-TV's *What's My Line*. The rest of the budget will go to dealer co-op spot campaigns and print and outdoor media. Though it has not yet renewed either *Caesar* or the panel show, Mr. Clark told B•T Thursday that the firm's budget was predicted on renewal.

Initially, Remington-Rand will emphasize tv advertising when it introduces in the first week of May its "60 Deluxe Auto-Home Shaver," a new electric model. The current advertising budget represents a huge increase over the $370,000 Remington-Rand spent in 1950. At that time, it did no tv advertising.



WSJS-TV
316,000 WATTS

NBC AFFILIATE FOR WINSTON-SALEM GREENSBORO HIGH POINT

CALL HEADLEY-REED REPRESENTATIVES

5.8% Sales Increase Reported By Nielsen's Broadcast Div.

A. C. NIELSEN Co., Chicago, reported last week that sales at its Broadcast Div. for the fiscal year ended Aug. 31, 1955, rose 5.8% over the previous year's volume and contributed to all-time high sales for the company and subsidiaries of $14,377,000. Total sales were listed at 16.7% over those of year ended Aug. 31, 1954.

During the past fiscal year, the company's annual report said, improvements were made in the national Nielsen radio-television index services to "meet the growing needs of network broadcasting." In addition, the report said, the Nielsen station index services were expanded to additional markets to provide measurements of local radio and television audience. Auto-Plus measurements of radio audience in automobiles and Audience Composition reports were inaugurated as supplementary national services.

Bulova Enters Network Tv, Sharing 'Two for the Money'

BULOVA WATCH Co., principally a radio-tv spot advertiser, is entering network television effective May 5 when it will sponsor on an alternate week basis *Two for the Money* on CBS-TV, Saturdays, 9-9:30 p.m. Herb Shriner currently stars in the quiz show but his chores will be taken over by comedian Sam Levenson, starting June 26.

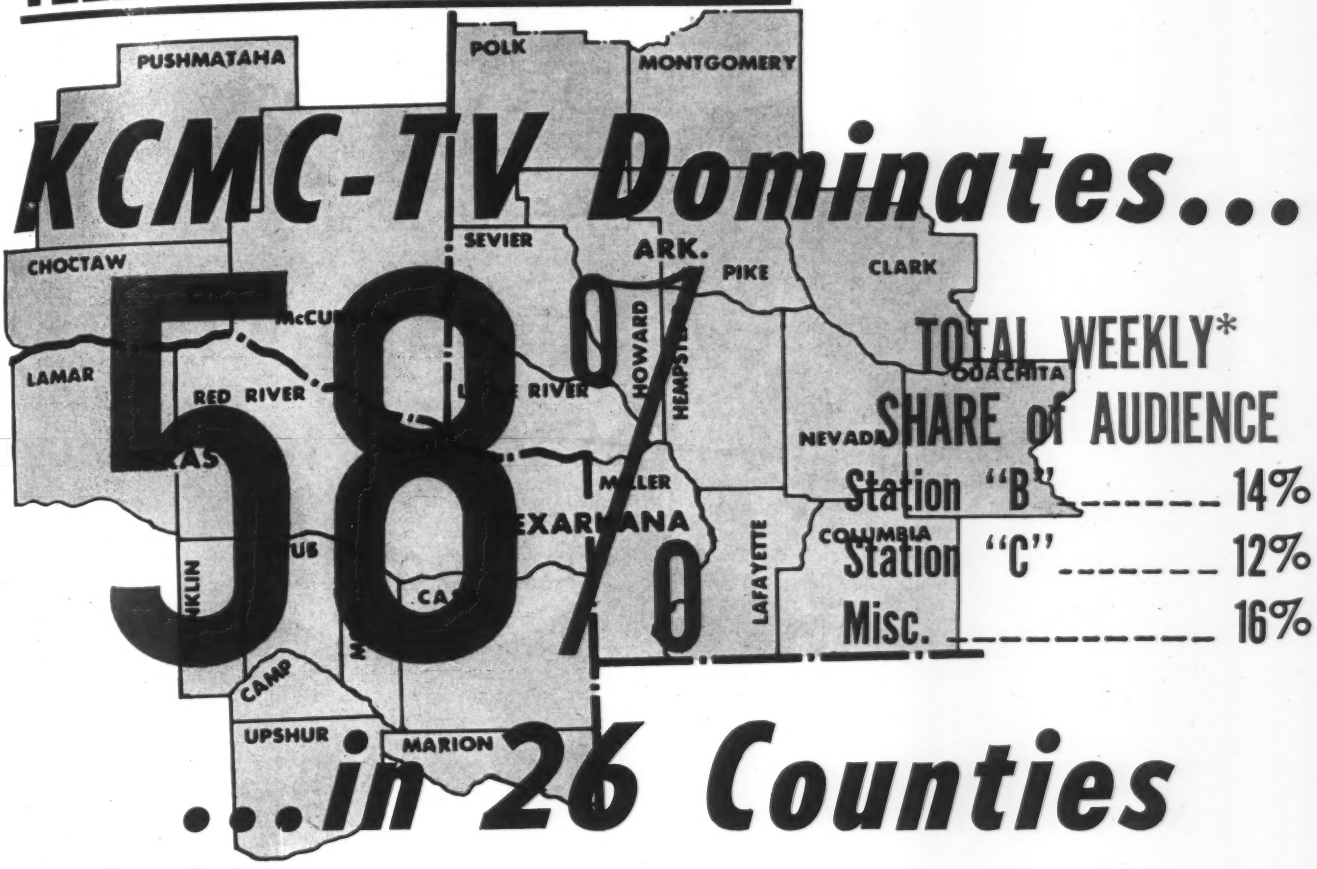
Alternate week sponsor on the show is Old Gold cigarettes, through Lennen & Newell, New York. Program is a Goodson-Todman production. Bulova's contract was placed through its agency, McCann-Erickson, New York.

McCann-Erickson Corp. Puts Beach, Grimes in New Posts

EDWARD R. BEACH, vice president and chairman of marketing plans board, New York office of McCann-Erickson, and Arthur L. Grimes, vice president and director of McCann-Erickson Corp. (Int'l), have been elected respectively president and vice president-general manager of McCann-Erickson Corp. (Int'l), it was announced last week by Frank White, chairman of the board and chief executive officer of the agency's international affiliate.

Announcement of the new officers coincided with a meeting in New York of executives from 24 foreign offices of M-E in New York.

TELEPULSE RE-CONFIRMS



KCMC-TV Dominates...

58%

TOTAL WEEKLY*
SHARE of AUDIENCE

Station "B"	14%
Station "C"	12%
Misc.	16%

...in 26 Counties

First in Total Audience in 20 of the 26 Counties • First in Every Program Period Day and Night • More Than Twice the Audience of the 2nd and third Stations Combined.

*Area Telepulse Jan.-Feb., 1956	MONDAY thru FRIDAY			SATURDAY			SUNDAY			TOTAL AUDIENCE
	Morn.	Aftn.	Nite	Morn.	Aftn.	Nite	Morn.	Aftn.	Nite	
KCMC - TV	**60**	**54**	**58**	**61**	**52**	**55**	**89**	**65**	**63**	**58%**
Station "B"	14	18	12	17	15	14	—	16	14	14%
Station "C"	8	16	11	3	11	15	6	10	13	12%
Misc.	18	12	19	19	22	16	5	9	10	16%

PLUS **... Substantial Audience in 17 Additional Counties in 4 states**

KCMC-TV

CBS

CHANNEL 6
Texarkana, Texas-Arkansas
MAXIMUM POWER
Represented by
Venard, Rintoul & McConnell, Inc.

ABC

Serving
161,840
SETS
(Television Magazine — March 1956)

Walter M. Windsor
General Manager

Richard M. Peters
Director, National Sales & Promotion

MAIL
US
US
US
US
SUPPORT THE
AD COUNCIL
CAMPAIGNS

Free, from WBC: 28 pages of ideas on how to get the most out of a powerful medium

How to Make Radio Campaigns Move Goods in Local Markets, a 28-page booklet just published by WBC, offers scores of simple, workable ideas for making campaigns in the powerful medium of spot radio more effective.

The ideas are sound—we've seen them work. Here are a few of the areas the booklet covers:

- What the Distributor and District Salesman should find out about their own spot campaigns
- What they should tell the radio stations
- How to use local talent as salesmen
- Things for the distributor to do with his salesman
- Things to do with dealers

WBC believes strongly in the power of spot radio to move the goods and sell the services of both national and local advertisers. But we feel there is a real need throughout the industry for a booklet of this kind. Simply stated, the booklet was prepared because WBC has seen too many spot radio campaigns fail to meet their potentials—*when people involved in sales and distribution didn't know the right things to do at the right time.*

WBC wrote this booklet as a practical, brass-tacks guide for these men. It may also prove a useful refresher for advertisers and agency men.

Mail the coupon for your free copy now.

WBC

Mail for your free copy

Westinghouse Broadcasting Company, Inc.
Department B BT
Chanin Building, 122 East 42nd Street
New York 17, New York

Please mail my free copy of How to Make Radio Campaigns Move Goods in Local Markets.

Name_____ Position_____

Company_____

Street_____

City_____ Zone____ State_____

Coming Soon: *How to Make Television Campaigns Move Goods in Local Markets*

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Cunningham & Walsh Elects Jerome R. Feniger as V.P.

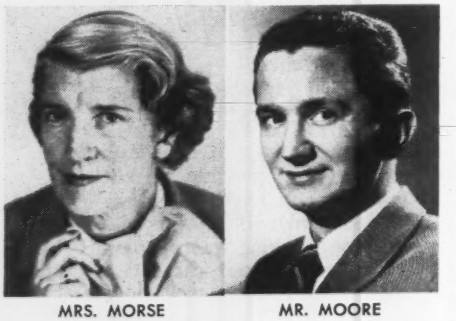
JEROME R. FENIGER, media director on the Liggett & Myers account, Cunningham & Walsh, New York, has been elected a vice president of the agency, John P. Cunningham, president, announced last week. Mr. Feniger, 30, is the youngest vice president ever elected in the history of either C&W or its predecessor, Newell-Emmett, Mr. Cunningham pointed out.

Mr. Feniger has been with the agency for the past year and prior to that was with the sales department of CBS, although he originally started with the agency six years ago as a radio buyer in the media department.

Morse, Moore Named V.P.'s

JULIA MORSE, director of fashion merchandising, and Lansing Moore, account executive, Anderson & Cairns, New York, were elected vice presidents of the agency last week.

Mrs. Morse, formerly fashion promotion director of Peck & Peck (women's specialty store), and with A&C since 1950, currently supervises such soft goods accounts as International Silk Assn., Hadley Cashmeres, Lurex and Lanella. Mr. Moore, who joined A&C in 1949, lists among his accounts Waring Products Corp., Eberhard Faber Pencil Co., Facit Inc. (business machines), and *Good Housekeeping* magazine.



MRS. MORSE MR. MOORE

Kudner's Dene Dies

FUNERAL services were held April 17 at the First Congregational Church, Chappaqua, N. Y., and Wednesday at Lain & Son Funeral Home, Chicago, for Shafto H. Dene, 58, senior vice president, Kudner Agency, who died April 15 at Northern Westchester Hospital, Mt. Kisco, following a midnight heart attack in his Chappaqua home. He had been with Kudner since its founding in 1935. He is survived by his wife, the former Marjorie Ruth Hartzell and a son, Jeffrey A. Dene, of Flint, Mich.

Chevrolet Dealers Sponsor 20 Hour-Long Variety Shows

CHEVROLET DEALERS of America will sponsor an NBC-TV series of 20 variety shows on an alternate week basis, starting Sept. 18. At least eight of the shows in the Tuesday, 8-9 p.m. NYT period will star Dinah Shore and six will feature Bob Hope. Chevrolet Dealers also will sponsor the *Dinah Shore Show* on NBC-TV, Thursdays, 7:30-7:45 p.m. NYT. The remaining programs in the series will be built around "other outstanding stars of Broadway and Hollywood," according to NBC-TV. Currently, Mr. Hope and Miss Shore are seen in the time period about once a month under sponsorship of Chevrolet Div. of General Motors. At present, Sunbeam, RCA and Whirlpool share sponsorship of Martha Raye and Milton Berle in the Tuesday night slot every other Tuesday except when the Chevrolet show is seen. Campbell-Ewald, Detroit, is the agency for Chevrolet Dealers.

National Brewing Extends Baseball Radio-Tv Contract

WASHINGTON'S baseball Senators and the National Brewing Co. (National Bohemian beer) have extended their radio-tv broadcasting rights agreement through 1959 for a reported $1.5 million (supposed to be double the price of the original three-year pact), it was announced last week. In Washington the games will be aired over WWDC and WTTG (TV).

According to the contract, the brewing company can televise 24 home games and an unlimited number of road games (27 are set for presentation) into Washington as well as the broadcast of all Senators' games over a network stretching into Florida. The team has also granted the rights to televise, annually, 30 Washington games into Baltimore through the 1961 season.

Questionnaire Probes Account Executives' Job

A SURVEY by questionnaire to explore the "duties and remuneration" of the agency account executive is being conducted by the League of Advertising Agencies Inc., New York.

The league indicated last week its questions will take in wide range, as shown by some of the samples. For example, account executives are being asked if they have a written contract; if this contract includes provision for house account protection; what percentage of the 15% of space goes to the account executive; what arrangement is made for the executive's compensation when a retainer is received, or earned as addition to commissions; what duties befall the account executive besides "contact and selling"; does the executive write his own copy, and what is done about the executive's errors when credit is not allowed by either the media or the supplier.

Questionnaire copies can be obtained from Julian Ross, executive secretary of the league at 220 W. 42nd St., New York 36.

NEW BUSINESS

Philadelphia Dairy Products Inc., subsidiary of Foremost Dairies Inc., Phila., using spot radio-tv in eastern markets to support name change of popular priced ice cream from Aristocrat to Foremost.

Van-Frank Sales Co., through Calif. Adv. Agency, both L. A., signed for 13 Friday participations in CBS-TV Pacific Network *Panorama Pacific* show for Lawry's seasonings and food products.

Simoniz Co., Chicago, for Kleener car polish and Simoniz, has contracted for sponsorship of 5-minute segments of *Amos 'n' Andy Music Hall* on 23 stations of Columbia Pacific Radio Network for 14 weeks. Order calls for Monday-Wednesday-Thursday sponsorship for two weeks and Wednesday and Thursday sponsorship for ten weeks. Monday-Wednesday-Thursday sponsorship resumes for two weeks beginning July 9. *Amos 'n' Andy Music Hall* is broadcast 6:30-6:55 p.m. PST Monday through Friday. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

Hoover Co. (Constellation vacuum cleaner), North Canton, Ohio, has signed for 20 participations in *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EDT), on ABC-TV starting May 21 and for four participations in *Famous Film Festival* (ABC-TV, Sun., 7:30-9 p.m. EDT), starting May 20. Agency: Leo Burnett Co., Chicago. **General Foods Corp.** (Jello-O Div.), White Plains, N. Y., has bought nine participations in *Afternoon Film Festival*, starting May 1. Agency: Young & Rubicam, N. Y.

Beatrice Foods Co. (Make-A-Shake instant malt drink), Chicago, through Mason Warner Co., Chicago, will sponsor Tuesday and Friday, 9:10-9:15 a.m. EDT segment of *Breakfast Club* (ABC-TV, Mon.-Fri., 9-10 a.m. EDT), starting May 1, for four weeks, and Wednesday and Friday, 9:50-9:55 a.m. EDT period, starting May 29. **John Morrell & Co.** (Red Heart dog food), Ottumwa, Iowa, through Campbell-Mithun, Chicago, will sponsor five segments each week of program, starting today (Monday), with time periods varying. **Realemon Co.** (fruit juices and concentrates), Chicago, through Rutledge & Lilienfeld, Chicago, has signed for Tuesday, 9:50-9:55 a.m. EDT and Thursday, 9:20-9:25 a.m. EDT periods of *Breakfast Club*, starting May 8 [AT DEADLINE, April 9].

A&A PEOPLE

William Bijur, account supervisor, Ogilvy, Benson & Mather, N. Y., elected vice president of the agency. **John Marden,** formerly with R. H. Macy & Co., to assistant account executive, Ogilvy, Benson & Mather, and **Margaret Holt,** copywriter, to radio-television department, as writer.

Hans Sauer, senior vice president and executive art director, Lennen & Newell, N. Y., to D'Arcy Adv., N. Y., as vice president and art director.

Vincent F. Aiello, senior copywriter on Buick account, Kudner Agency Inc., N. Y., elected vice president, copy chief and member of Kudner's executive committee. **Robert R. Ferry,** vice president, Maxon Inc., N. Y., to executive staff, Kudner Agency, N. Y.

Harry Bressler, radio-tv copy chief, and **Donald H. Quinn,** media director, Doherty, Clifford, Steers & Shenfield, N. Y., elected vice president of agency.

John Kucera, vice president in charge of media, Biow Co., N. Y., to Ted Bates, N. Y., as a media supervisor [CLOSED CIRCUIT, Mar. 19]. Also to Ted Bates: **Darrell McCain,** media director, Brisacher, Wheeler & Staff, as media supervisor and **Nat Gayster,** timebuyer, Biow, in same capacity.

James A. Dearborn, director of sales planning, and former advertising director, American Airlines, to Kenyon & Eckhardt, N. Y., as assistant to president. He also had been director of advertising and sales promotion of American Airlines. **Jim Staples,** manager of L. A. office of Beaumont & Hohman, to Hollywood office of Kenyon & Eckhardt, as media director and timebuyer.

Reginald W. Twiggs, senior account executive with Erwin, Wasey & Co., L. A., to McCann-Erickson as account supervisor.

John D. Orr, Harold Cabot Co., Boston, to J. M. Mathes Inc., N. Y., as account executive.

Philip C. Whitman, formerly with Honig-Cooper Co., S. F., to Raymond R. Morgan Co.,

BEFORE YOU BUY TELEVISION IN THE FT. WORTH-DALLAS MARKET...

✓CHECK THE RATINGS...

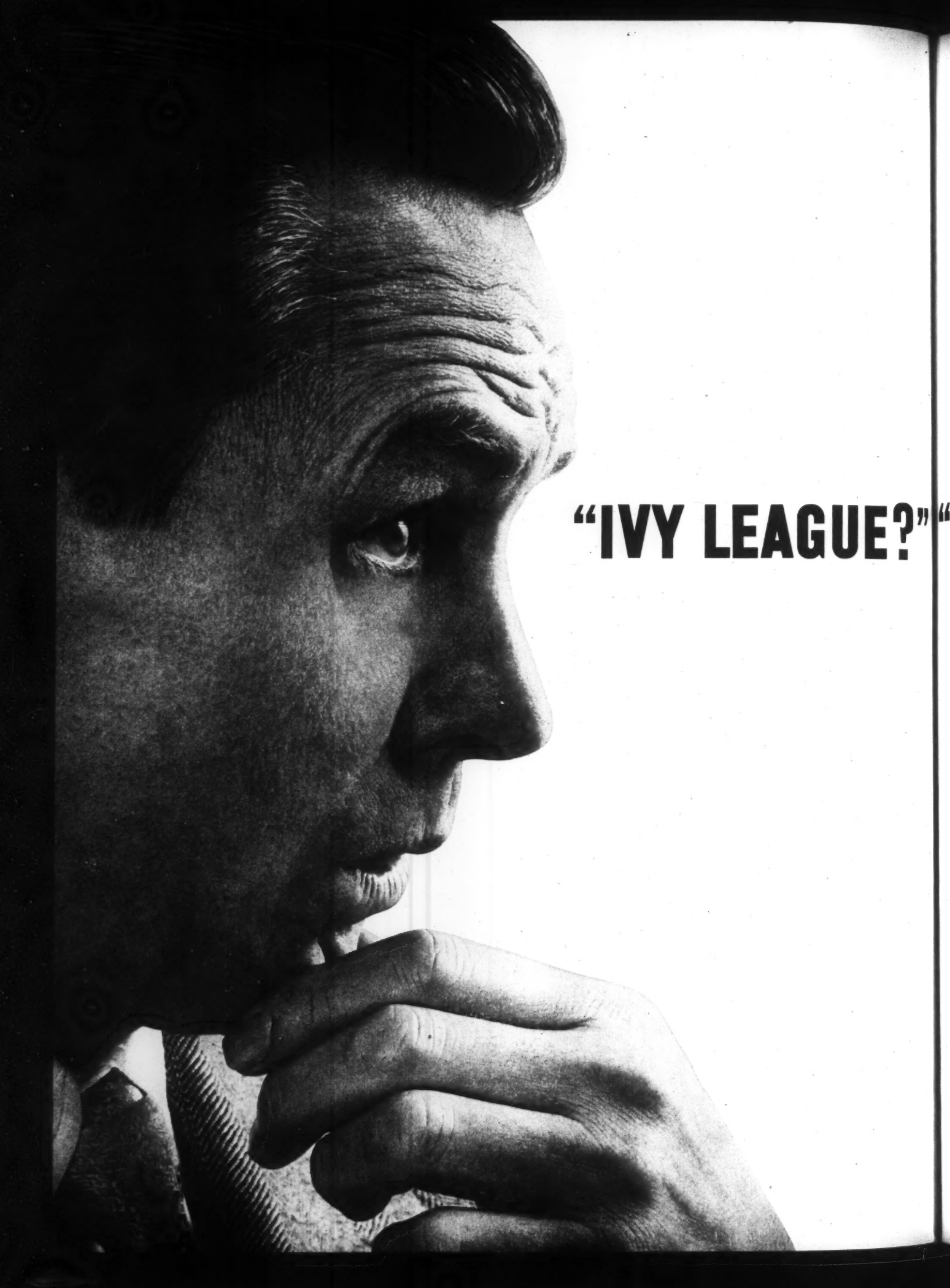
✓CHECK THE PROGRAMING...

✓CHECK THE RATES...ON

KFJZ-TV

REPRESENTED NATIONALLY
BY H-R TELEVISION, INC.
REGIONALLY BY
CLARKE BROWN COMPANY

FORT WORTH,
TEXAS


"IVY LEAGUE?"

Lanny Ross, like a lot of other Young Grads, is just learning what's in the air for Autumn. Jack Sterling (in prop helmet) is telling everyone within earshot about WCBS Radio's coup—direct, play-by-play broadcasts of the nine most vital contests in the '56 Ivy League schedule.

?" "SURE THING!"

It all adds up to a lot of air time, reaching a big, responsive, able-to-buy audience. And there's a bonus, too. All ten WCBS Radio local personalities—including Lanny and Jack—will be plugging the "Game of the Week" regularly on their shows. To schedule *your* sales message for this Ivy League audience, call CBS Radio Spot Sales or Henry Untermeyer, at PLaza 1-2345.

WCBS RADIO

New York • 50,000 watts • 880 kc

as assistant account executive on Folger Coffee and Planters Peanuts accounts.

James M. Cook, previously with S. F. office of BBDO, to White & Shuford, El Paso, Tex., as account executive.

Fred A. McCarl Jr., for 20 years in western advertising and sales promotion, to Darwin H. Clark Co., L. A., as head of public relations dept.

Watts Wacker, manager of timebuying section, media department, D. P. Brother & Co., Detroit agency, promoted to assistant media director.

Melvin Helitzer, publicity director, Ideal Toy Corp., N. Y., named director of advertising and public relations, new post.

Julia T. Lucas, former timebuyer, Norman, Craig & Kummel and N. W. Ayer & Son, to Product Services Inc., N. Y., in similar capacity.

Robert Curry, formerly in sales and promotion departments of Kawneer Co. (architectual metal work), Niles, Mich., to marketing department of Needham, Louis & Brorby Inc., Chicago.

Myra Jane Barry, director of consumer publicity and account executive, Lee Ramsdell & Co., Philadelphia agency, appointed director of public relations.

Paul Moroz, research project director, Benton & Bowles, N. Y., to research department of C. J. LaRoche & Co., N. Y.

Ronald Price, formerly with Compton Adv., N. Y., and **Edmond Cadoux,** formerly with Weiss & Geller, N. Y., to copy staff of commercial division, Blaine-Thompson Co., N. Y.

William C. McCarthy, copywriter, Moser & Cotins Inc., Utica, N. Y., to Warwick & Legler, N. Y., in similar capacity.

Alice Nelson, formerly with Selvage & Lee, N. Y., to Walter C. Davison Co., L. A., as assistant director of promotion and public relations.

Janet Watson, former copy supervisor for Compton Adv., N. Y., to copy staff of Young & Rubicam, S. F.

Robert J. O'Leary, formerly with Ruthrauff & Ryan and Buchanan & Co., to L. C. Cole Co., S. F., as director of market research and media.

Bob Colodzin, tv commercial producer, Fletcher D. Richards Inc., N. Y., to Benton & Bowles, N. Y., in similar capacity.

William L. Bateman, copy supervisor, Elwood J. Robinson agency, L. A., to L. A., copy department of BBDO. **Eugene Boe,** account executive, Max Rogel Inc., N. Y. public relations company, and **George C. Whipple Jr.,** publicity writer, American Petroleum Institute, N. Y., to BBDO, N. Y., as publicity account executives. **Willard A. Pleuthner,** group supervisor, and **Carl Spier,** copy chief, BBDO, N. Y., appointed supervisors on BBDO's activities as task force agency for 1956 Greater N. Y. Fund drive.

Alfred Goldman, former copywriter, The Biow Co., and Ruthrauff & Ryan, both N. Y., to copy department, Harry B. Cohen Adv., N. Y.

Raymond G. Girardin, radio-tv director, H. B. Humphreys, Alley & Richards, Boston, to N. W. Ayer & Son, N. Y., as supervisor of radio production. Also added last week to Ayer's N. Y. radio-tv department: **Howard A. Plummer,** free lancer and former radio-tv copywriter for McCann-Erickson, and **Edmund Rogers Jr.,** Ayer director of Atlantic Refining baseball commercials. **Ward Wheelock** transferred from Ayer radio-tv department to N. Y. service unit.

TV AFFILIATES SET TO DEFEND ATTACK ON NETWORK PRINCIPLES BY CONGRESS

CBS-TV, ABC-TV groups adopt resolutions petitioning for chance to describe 'essential' nature of option time, other basic practices to Senate Commerce Committee. NBC-TV group's executive committee considers question, sends letters advising stations.

AFFILIATES of CBS-TV and ABC-TV rose last week to defend fundamental network practices against congressional attack, while key affiliates of NBC-TV sent out a call for similar protective action by their colleagues.

Meeting in Chicago on the eve of the NARTB convention, CBS-TV's affiliates on April 14 and ABC-TV's a day later adopted resolutions petitioning for a chance to describe the "essential" nature of option time and other basic network practices to the Senate Commerce Committee, which a few weeks ago heard these practices attacked by Richard A. Moore of KTTV (TV) Los Angeles [B•T, April 2].

NBC-TV affiliates had no such general meeting scheduled, but their executive committee considered the question and sent them letters expressing belief that "each affiliate will want to consider presenting its own views" to the Senate committee either in writing or in oral testimony. The committee also urged that questions in the questionnaire sent out by Sen. Magnuson (D.-Wash.) be answered carefully by all stations.

The CBS-TV affiliates' action was voted unanimously, spokesmen reported, and was supported by a petition bearing the signatures of management authorities of the 169 CBS-TV affiliates represented at the meeting. Participants in the session—it was closed, CBS-TV officials being excluded—said the resolution was introduced by Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., after a rousing talk by George B. Storer, of Storer Broadcasting Co., in support of the network.

Although the CBS-TV stations acted in closed session, they had heard CBS President Frank Stanton wind up his views on the legislative situation in an address the day before by telling them that "if you think that these problems are serious and the dangers great, then it is for you to speak up."

The CBS-TV stations' resolution voiced the consensus "that option time or some similar business arrangement and other network practices are of fundamental importance to continued sound networking"; recognized that the networks' economic health "insures the preservation of vital public service on a national and international level"; pointed up affiliates' belief "that there have been no seriously detrimental practices and the relationship between the CBS Television Network and its affiliates is one of partnership in which each operates to the benefit of the public and each other"; and requested "the opportunity to present a representative group of affiliates" to the Senate Commerce Committee "to testify as to the essentiality of option time or some similar business and other network practices."

C. Howard Lane, KOIN-TV Portland, Ore., chairman of the CBS-TV affiliates advisory committee, named John S. Hayes, WTOP-TV Washington, as chairman and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., and August Meyer, WCIA-TV Champaign, Ill., as members of a coordinating committee to supervise arrangements for presenting CBS-TV affiliates' testimony.

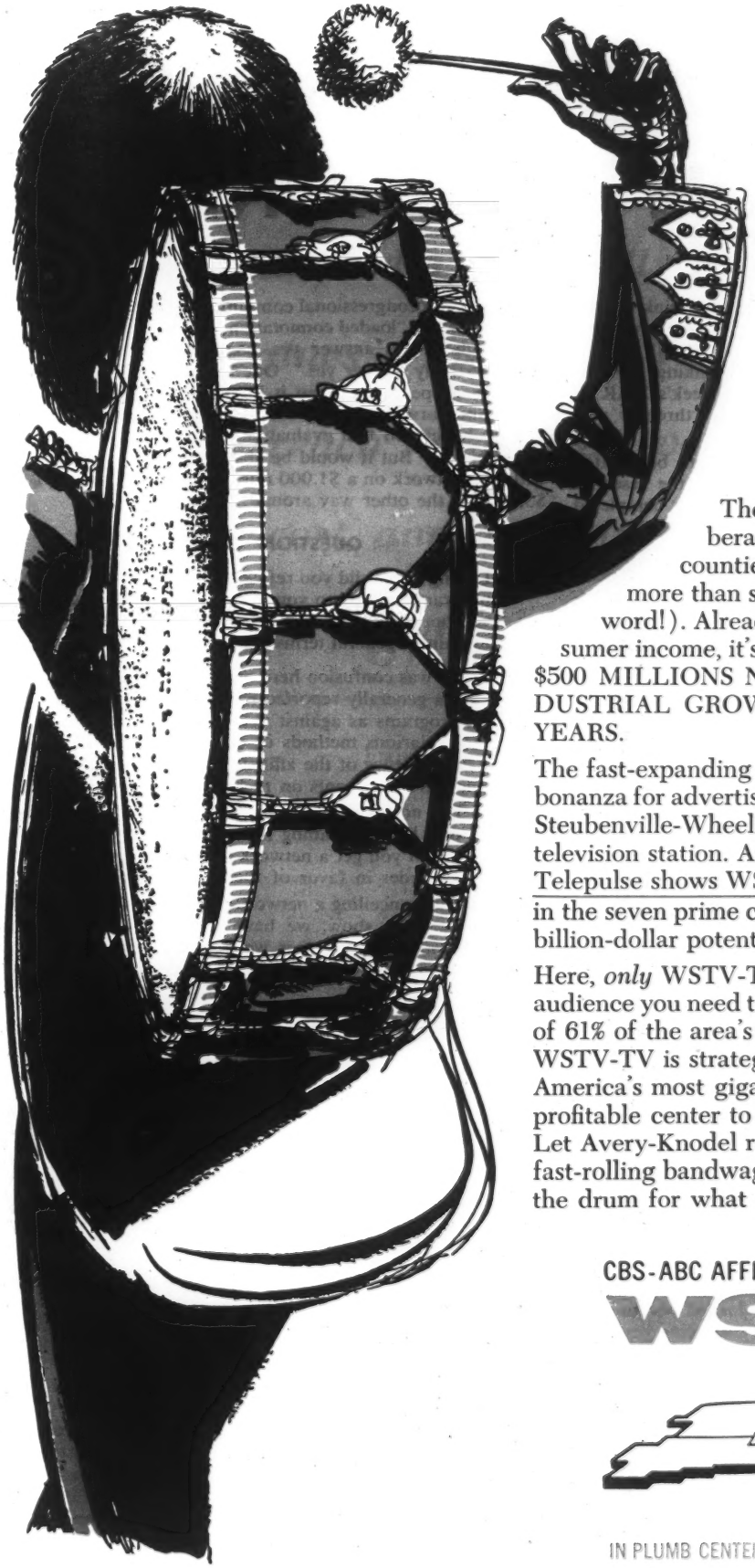
The coordinating committee retained Covington & Burling, Washington law firm, as counsel and planned to meet within a week to continue planning. Spokesmen said they would try to get as broad a representation as possible on the group to present testimony, with witnesses probably including at least one uhf operator, vhf operator, small market broadcaster, large market broadcaster, etc.

Adoption of the ABC-TV affiliates' resolution lacked only one vote of being unanimous, authorities reported. They identified the dissenter as Norman A. Gittleson, WMUR-TV Manchester, N. H. He attributed his stand, they said, to the fact that ABC-TV officials were present at the time of the vote, whereas he felt the affiliates should take their position independently in every respect.

In their resolution, the ABC-TV affiliates affirmed their belief "that option time provi-

(Continues to page 76)

THIS yards-long resolution asking that CBS-TV affiliates be permitted to testify before the Senate Commerce Committee was dispatched to Chairman Warren G. Magnuson (D-Wash.) after the affiliates adopted it unanimously in Chicago April 14. The resolution bears 169 signatures.



BOOM!

The kind of big BOOM that's reverberating throughout our 11 industrial counties of the Upper Ohio Valley is more than sound (by either meaning of the word!). Already based on a billion-dollar consumer income, it's aiming even higher with nearly $500 MILLIONS NOW COMMITTED FOR INDUSTRIAL GROWTH IN THE NEXT THREE YEARS.

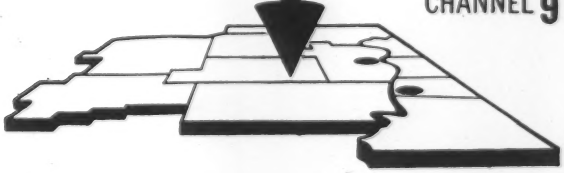
The fast-expanding payrolls this creates are a bonanza for advertisers who woo-&-win the Steubenville-Wheeling market via its favorite television station. And "favorite" is the word, for Telepulse shows WSTV-TV top choice of viewers in the seven prime counties where two-thirds of this billion-dollar potential is found.

Here, *only* WSTV-TV can deliver the volume TV audience you need to trigger mass sales — a coverage of 61% of the area's television families! WSTV-TV is strategically in plumb center of America's most gigantic BOOM. It's a fabulously profitable center to be in yourself. You *can* — now. Let Avery-Knodel reserve you a good spot on our fast-rolling bandwagon where you can beat the drum for what you sell!

CBS-ABC AFFILIATE

WSTV-TV

CHANNEL 9



IN PLUMB CENTER OF INDUSTRIAL STEUBENVILLE-WHEELING

HOW AFFILIATES WILL ANSWER MAGNUSON QUESTIONNAIRE

TO FIND OUT what tv network affiliated stations think of the Senate Commerce Committee questionnaire regarding their network relationships and its effects on their operations [B•T, April 16] and to give other station operators the benefit of such thinking, B•T interviewed a number of tv station operators at last week's NARTB convention. The sample included affiliates from all three tv networks, uhf as well as vhf, from all types of markets.

Their consensus: That a good off-the-cuff reply can be drafted by May 7, deadline set by the committee, but that the research necessary for a fully documented response could not be completed by that time.

Herewith are questions from the questionnaire selected by B•T as the most significant, with the majority answers of the tv station operators. (Questions Roman are quoted from the senate questionnaire. Those in italic are B•T's own questions.)

Q: Is your present affiliation contract cancellable before its termination date at the option of the network?

A: Major market vhf's for most part did not have cancellable contracts. Contrarywise, uhf's reported 60-90 day cancellation clauses, notices working either way.

Q: In your opinion, what should be the permissible maximum term for an affiliation contract?

A: Replies ranged from present two year affiliation contract to 10 years. Unanimous view that contracts should run concurrently with length of station license, now three years by FCC regulation.

Q: Are there any circumstances under which you are required to pay directly the connection and/or cable charges for network programs broadcast over your station?

A: Unanimous no among those interviewed. (Some stations in outlying areas entailing long hauls have reported they are required to foot at least part of coaxial cable or microwave relay charges.)

NETWORKS AND STATION RATES

Q: Does any network play a part in determining your network station rate?

A: Consensus was that network rates are arrived at by negotiation to enable network to sell market competitively with other networks to national accounts.

(To the collateral question, "Do you think that that question is a fair one for a congressional committee to ask?" The answers were summed up this way: "That question is a little loaded because you have to answer it yes; there's nothing wrong in answering yes * * * but it's made to look as though there is something pretty venal about it.")

Q: Does any network play a part in determining your national spot rate?

A: Unanimous no, with explanation that network rate bore relationship to national spot rate established by affiliate. Practices varied, however, with some stations reporting higher national spot rate than established network rate; others vice versa.

(To the collateral question, "Do you think that's an appropriate question for a congressional committee to ask?" The answer was that it had the same "loaded connotation." "The question makes it sound as though if you answer yes, something is wrong, whereas you could certainly answer yes." One affiliate said, "I suspect it would be quite proper if you say it has a relationship because the networks and ourselves have evaluated what our time ought to be worth and we have used that evaluation when we sat down to determine our own rate. But it would be absurd for us to sit down and agree with our network on a $1,000 rate and then say, locally, let's charge $5,000; or the other way around.")

QUESTION, CONFUSION

Q: During 1955, did you refuse to carry any commercial network programs offered to you in time periods in which your station was not broadcasting another network's program? If so, please explain in general terms.

A: There was confusion here on precise meaning of the question. Respondents generally reported no insuperable problems in protecting local programs as against network clearances at precise broadcast times. Various methods of delayed broadcasts are evolved to suit the convenience of the affiliate, the network and the advertiser. Following were comments on this provocative point:

"No. The normal situation is that you have a local commercial program or a local sustaining feature in which you usually call network time, and you get a network order and you decide not to take the network order in favor of the local program.

"If it is for cancelling a network program for one of more interest than the network show, we have cancelled network commercials and then resumed them after we have carried the local series. Or we had a local show in there which prevented our carrying the net-

AMONG a number of television network affiliates interviewed last week in Chicago by B•T were these, pictured during a recorded interview in B•T's quarters. Facing camera (l to r) are Warren P. Williamson Jr., WKBN-TV (ch. 27, CBS-TV) Youngstown, Ohio; J. Leonard Reinsch, WSB-TV (ch. 2, NBC-TV) Atlanta and WHIO-TV (ch. 7, CBS-TV) Dayton; John S. Hayes, WTOP-TV (ch. 9, CBS-TV) Washington and WMBR-TV (ch. 4, CBS-TV) Jacksonville, Fla., and Henry Clay, KTHV (TV) (ch. 11, CBS-TV) Little Rock, Ark. Both vhf and uhf affiliates of all networks were interviewed by B•T editors.

"We are convinced of radio's place in sound media strategy after all the tinsel is removed and media are coldly assessed on their real values — the ability to reach an audience, reach them effectively, reach them at low cost, and (most importantly) to sell merchandise."

— From an article by the Director of Media of a leading agency.

Measure of a Great Radio Station

WBAL	Baltimore	(NBC)
	The Hearst Corp.	
WBEN	Buffalo	(CBS)
	Buffalo Evening News	
WGAR	Cleveland	(CBS)
	Peoples Broadcasting Corp.	
WJR	Detroit	(CBS)
	The Goodwill Station, Inc.	
WTIC	Hartford	(NBC)
	Travelers Broadcasting Service Corp.	
WDAF	Kansas City	(NBC)
	Kansas City Star	
KFI	Los Angeles	(NBC)
	Earle C. Anthony Inc.	
WHAS	Louisville	(CBS)
	Louisville Courier-Journal & Times	
WTMJ	Milwaukee	(NBC)
	Milwaukee Journal	
WGY	Schenectady	(NBC)
	General Electric Company	
WSYR	Syracuse	(NBC)
	Herald-Journal & Post-Standard	
WTAG	Worcester	(CBS)
	Worcester Telegram-Gazette	

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THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

LEADE

A Product of

Behind every price tag, there's the question of quality! The best quality is usually the best buy. In Syracuse, as in most important markets, the quality radio station stands out:

In Audience Coverage

WSYR's big margin of superiority is confirmed by all recognized market coverage studies. Nielsen, for example, reports WSYR weekly circulation, day and night, 46% better than Station B, 212% better than Station E.

In Entertainment

WSYR has all the recordings you ever heard of, **but** it maintains the area's largest talent staff to produce—year in and year out—the finest local live programming service in the market.

NBC

The Measure of a Great Radio Station

WS

5 KW • 570 KC

ERSHIP

Quality Service

In News Service

WSYR's national wire services are important, **but** seven full-time newsmen share the job of gathering, editing and reporting 15 complete newscasts daily, plus year-around, on-the-spot coverage of important special events.

In Management

WSYR's policies of superior performance are directed by nine executives who have a combined experience of 152 years—average experience of 16 years each—in the radio broadcasting business.

Most advertisers prefer this kind of **quality** leadership for really effective selling in WSYR's 20-county service area, where 1.5 million people spend $2.2 billion a year. Bear in mind—Syracuse is America's best test market.

Affiliate

SYR

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

SYRACUSE, N. Y.

work show in the first place. That is a fair question. If you're operating a good station with a full understanding of the local needs, there's nothing wrong with that question because many a good station operator will at times cancel the network and the network isn't going to object."

Q: *What of the allegation made by a witness before the Senate committee that under option time and must buys, stations are precluded from rejecting network programs?*

A: "This is a very complicated area. The option time provision in an affiliation contract provides that the affiliate can reject a series of network programs, commercial, that is, if it thinks that series is unsuitable or unsatisfactory to broadcast, or if it has a commitment with another network for the same time. And that's what the contract states plainly. Now, if you don't think a program is suitable, you don't clear for it. Of course, this leads you into the trap of saying that if option time is so unimportant, why do the networks want it in the first place."

Q: This action is exceptional rather than regular?

A: "That's right."

PRESSURE PROBLEM

Q: *In relation to the occasions when you say you have refused to carry some network commercial programs, the next part of the senate question is:* Were any statements made by networks concerning the refusal?

A: "Yes. Sure, they will ask you can you possibly clear for them. They will try to explain that it's important for the national network buyer that you clear for them. But the wording of that question, too, presupposes that something is wrong even if the network does ask you. Don't you agree?"

A: "But the normal business discussion and normal selling persuasion is that they'd like to protect their client in this particular period across the country; they will then suggest to you that maybe you can put this local show on in another spot that would be equally effective. Sometimes you can and sometimes you can't. The net result is that it's a matter of sales persuasion on their part and a matter of business judgment on your own."

A: "As a matter of fact, if you talk about the pressures that the question is trying to imply, it avoids completely the person with the most pressure—the advertiser. When you don't clear, you're perfectly apt to get a delegation from the advertising agency or the client asking you to clear.

A: "With the veiled threat that if you don't clear for this particular program, some of the other products advertised or some of the other agency advertising will go on another station."

A: "It's much more persuasive than the network."

A: "And more of a blackjack."

Q: *So the pressure does not come—usually the strongest pressure—from the network but rather from the client and/or his agency?*

A: "You've got to explain pressure. It is a telephone call saying 'Gee, we wish you'd clear this, or golly, the client's all over our neck. Can't you possibly clear that?' "

Q: *Suppose a fellow calls up and says, "You'll take this program or else?*

A: They've never said that."

A: "I don't recall any instance like that. Where you do run into pressure that can sometimes be embarrassing is where the company has a good local distributor and he happens to be a good personal friend."

A: "That's advertiser pressure and not network pressure."

Q: Has a network ever suggested, directly or indirectly, that you make use of this (their) representative (organization)?

A: No.

Q: Does the network control (of) cut-ins or participations on network programming prohibit you from selling local spots for some fixed portion of a program during which it sells spots on a network basis?

A: The answer was yes but there was no disposition to question the propriety of that practice at this stage of tv's programming development.

Q: Has any network ever tried to affect your policies with respect to use of independent film or other program sources?

A: No.

Q: Has any film supplier or other program source (either network or independent) ever suggested or required you to purchase less desirable programs in order to get choice ones?

A: Yes, but only as it applied to distributors of feature (theatrical) film packages which always include some "dogs" along with the good ones, but this was not true of the syndicated films for television or of the networks.

Q: Do you carry network programs which begin in option time and extend into non-option time? If so, how many hours of such programs do you average per week?

A: Yes, but they saw no particular objection in view of the high quality of shows customarily offered that way. Some feeling was expressed that perhaps the rate of network compensation to the station should be higher for programs out of option time than for those in option time.

Q: Do you feel that the option time rights of the networks should be continued without change?

A: All agreed that option time is essential in network operation; that perhaps experience would dictate that time periods should be changed but that there was no feeling that this was an immediate problem.

Q: In your opinion, does your network contract preclude you from selling to a non-network advertiser a time period under option to a network?

A: No. One station operator reported that while a 56-day network pre-emption clause was included in his affiliation contract, the network had never attempted to use it to force him to cancel a local program.

Q: Do you have sufficiently detailed advance information about contents of network programs (both live and filmed) to permit you to form an independent judgment as to quality and desirability of such programs?

A: Yes. Affiliates generally expressed enough confidence in networks and their program acceptance departments to warrant acceptance, except where specific station policy as to certain types of products or programs precluded their use. Also the network trend is toward previewing new programs over closed circuit with salutary result.

ABOUT 'MUST-BUYS'

Q: Are you included in a "must-buy" list of stations on which your network requires any advertiser to buy time in order to get time on the network?

A: In answering, all explained that "must-buy" lists were compiled by the networks for sales purposes and had nothing to do with affiliation contracts.

Q: If so, does this prevent you from selling time during an option time period to local or regional advertisers?

A: No, no more so than under the option time question preceding (see above).

Q: Do you think that subscription television, if feasible, would be in the public interest?

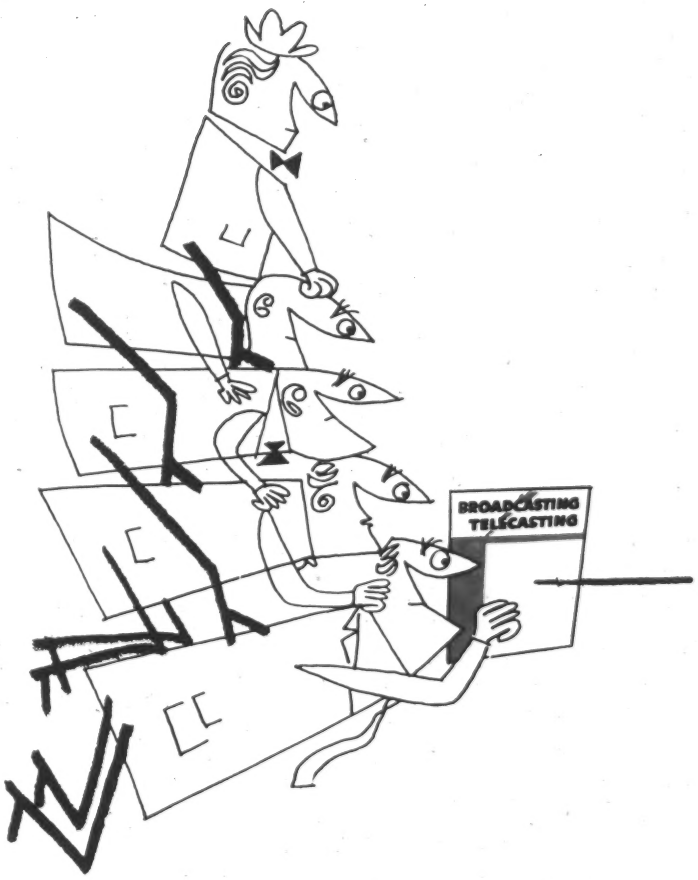
A: Questions were raised as to phrasing of the interrogatory, particularly as to the words "if feasible." Most affiliates apparently had made up their minds that they were opposed to toll tv as the matter has been presented to date by its advocates. They appeared to feel the question, as written, was incapable of being answered definitively.

Q: Do you consider your network affiliation contract satisfactory?

A: Yes, in general, but some felt their network compensation rates were too low.

Q: Should the FCC have statutory authority to regulate the networks?

A: Unanimous no. It was generally agreed that "what we need in this business is less regulation, not more."



77,440
READERS
every week!

write for ARB
Continuing Readership
Study, April, 1956

another first for K-NUZ

TWLM

The World's Largest Microphone!

"BIG MIKE STUDIO"

"BIG MIKE No. 2"

"BIG MIKE No. 2"—K-NUZ's second and newest radio station on wheels was born a Chevrolet Nomad Station wagon. The custom built broadcasting equipment in "Big Mike No. 2" enables K-NUZ to broadcast disc jockey shows direct from any point in Houston. The fidelity of musical broadcasts from "Big Mike Studio" is the talk of the Houston radio world.

"BIG MIKE STUDIO"—The World's Largest Microphone is over 14 feet high, and is an exact scale model of the "newsman's mike". "Big Mike Studio" is equipped with turntables and a complete console. The leather upholstered and fully carpeted interior is large enough so that a disc jockey can interview as many as four people in air conditioned comfort. Together with "Big Mike No. 2", it makes a complete and self-sufficient Radio Station on wheels. Now, greater than ever ON THE SPOT COVERAGE means MORE SALES . . . WILL MOVE MORE MERCHANDISE . . . AT NO INCREASED COST!

"BIG MIKE No. 1"

In addition to K-NUZ's five-man news staff, "Big Mike No. 1" is a well-known "news personality" in Houston. Wherever news is being made, HOUSTONIANS LOOK TO "BIG MIKE" for complete coverage FIRST . . . and they get it . . . ON THE SPOT.

K-NUZ

"Houston's 24-Hour Music & News"

NAT'L REPS.—FORJOE AND CO.

IN HOUSTON, CALL DAVE MORRIS

JAckson 3-2581

STILL HOUSTON'S TOP RATED INDEPENDENT BY EVERY SURVEY!

sions are a vital factor in the station-network relationship strongly influencing the stations' ability to serve the public interest, convenience and necessity," and asked for an opportunity to send "a representative group" to the Senate committee "to testify on how essential option time or some comparable arrangement and other network-affiliate practices are to the economic well-being of the networks and affiliates, with resultant continued vital service to the American public."

The ABC-TV affiliates named a five-man group to select an organizing committee which will serve a dual function: help arrange for ABC-TV affiliate representation in the legislative proceedings and also implement a separate resolution looking toward formation of an ABC-TV affiliates advisory committee [also see story, page 46].

The selection committee was headed by Walter M. Windsor, KCMC-TV Texarkana, Tex., and also included Ken Carter, WAAM (TV) Baltimore; Fred Houwink, WMAL-TV Washington; Otto Brandt, KING-TV Seattle, and Joseph F. Hladky Jr., KCRG-TV Cedar Rapids, Iowa.

Larger Committee Named

This committee wound up its assignment by naming a larger committee which with Mr. Houwink as acting secretary, will be convened in the next few weeks to elect a chairman, complete other organization details, and set up subcommittees.

The subcommittee members, who may be drawn from outside the organizing committee as well as from within, will handle the presentation of testimony in Washington, the drafting of bylaws for the proposed new affiliates advisory organization, and other functions.

FCC's Network Investigating Committee staff, it was reported, already has invited the ABC-TV group to submit material in the FCC probe and presumably will solicit data from the affiliate representatives of other networks.

The NBC-TV Executive Committee, in its letter to all NBC-TV affiliates, reported that its members were agreed that:

"1. The maintenance of an effective television network service is essential to the interest of the public and the affiliates.

"2. The attack which has been made on the fundamentals of network service, in favor of the interests of various film operations, is a serious matter which could result in degrading the television service available to the public under the present structure of network operations.

"3. In particular, network option time and the principle of a basic network structure are necessary to permit television networks to function effectively as national advertising media. If they are prevented from functioning effectively in this field, the networks' ability to provide the overall national television service which the public and the stations need will certainly be impaired and may be destroyed."

The letter also said:

"With regard to the questionnaire sent to stations by Senator Magnuson, we feel that in order to clarify the issues, all of the questions should be answered carefully by all stations, so that the answers will reflect a complete cross-section of the broadcasting industry. Some of the questions involve legal matters arising under the chain broadcasting regulations, and also call for the expression of opinions and broad judgments on the effects of various arrangements between affiliates and networks.

"We think it is particularly important that these questions be answered, since they go to the substance of the issues. The members of

the affiliates executive committee as individuals are consulting their own legal counsel in answering the questionnaire, and we believe that you may want to do the same."

The executive committee made clear that, although it obviously could not speak for the stations, it feels "that the paramount importance of these issues must be recognized by the management and ownership of all network affiliated stations."

The letter was signed by Walter J. Damm, WTMJ-TV Milwaukee, chairman; Lawrence H. Rogers 2nd, WSAZ-TV Huntington, W. Va., vice chairman; Edwin K. Wheeler, WWJ-TV Detroit, secretary-treasurer; Robert B. Hanna Jr., WRGB (TV) Schenectady; Jack Harris, KPRC-TV Houston; William W. Warren, KOMO-TV Seattle; Fred Mueller, WEEK-TV Peoria, Ill.; James H. Moore, WSLS-TV Roanoke, Va., and Gene De Young, KERO-TV Bakersfield, Calif.

CBS' Dr. Stanton, in his April 13 address to the second general conference of CBS-TV affiliates, outlined his views on a number of policies and problems, including network investigations. The latter, he said, "threaten us very seriously."

He gave his view that "there are a large number of issues which have been raised and which are being taken seriously—the questions of option time, must-buys, the right of the network to produce and create its own programs, the right of the network to choose its own affiliates or alternatively to have its affiliates chosen for it by a government body, the right to compete freely or alternatively, as Sen. Bricker insists, to be regulated from transmitter receiver as a public utility, the right, indeed, of networks to exist."

Dr. Stanton charged that there were some elements in television, not now in the position they would like, who feel that if they could destroy the present structure they would benefit.

He continued:

"Now that the land has been cleared and furrowed, the soil fertilized and the seeds sown, they would like to come in and get a part of the crops.

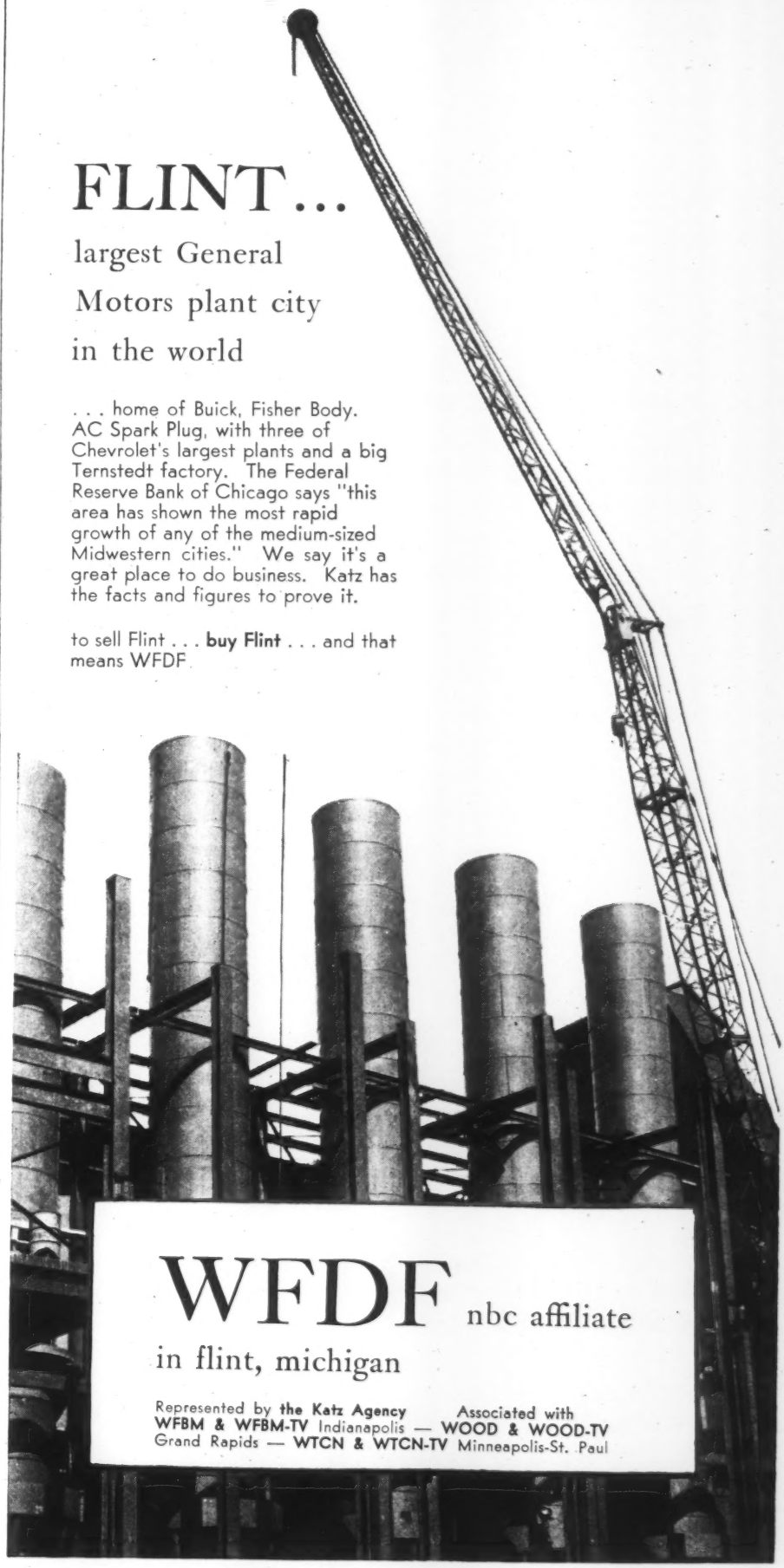
"They talk glibly of making what they call relatively minor changes—such a little change as abolishing option time and creating a presumption that an affiliate is violating the law if it takes more than two hours and fifteen minutes of network feed during the three hours between 7:30 and 10:30 p.m.

'They Don't Like Networks'

"What it comes down to is that even though they would deny it, they don't like networks. They don't want them and they want to cripple them so that they have a chance of occupying some of the vacuum which would be created by the destruction of networks. They would destroy the very life blood and magic of television—the live entertainment shows and the great national events—conventions, world series, and other events which must be broadcast as they occur.

"They talk about the control by Madison Ave.; yet they seem to feel that control by Hollywood is somehow a blessing. They say that somehow national political conventions and other great live events will continue without networks.

"These men are either ignorant or dishonest. Unless the intercity lines of the AT&T are used on a regular and continuous basis as they are used by the networks, the costs for occasional events would be fantastically exorbitant. Once the lines are given up for television they will be hard to recapture even on an occasional basis at any sort of reasonable price since they


FLINT...
largest General
Motors plant city
in the world
. . . home of Buick, Fisher Body. AC Spark Plug, with three of Chevrolet's largest plants and a big Ternstedt factory. The Federal Reserve Bank of Chicago says "this area has shown the most rapid growth of any of the medium-sized Midwestern cities." We say it's a great place to do business. Katz has the facts and figures to prove it.
to sell Flint . . . buy Flint . . . and that means WFDF
WFDF nbc affiliate
in flint, michigan
Represented by the Katz Agency
Associated with
WFBM & WFBM-TV Indianapolis — WOOD & WOOD-TV
Grand Rapids — WTCN & WTCN-TV Minneapolis-St. Paul

will go to other uses. And even if occasionally the lines could be recaptured, inevitably the lineup of stations that could be served would be short because only the intercity facilities to the largest markets could be afforded. The smaller markets would be forever cut off . . .

"If you agree with us I would remind you again that we cannot go forward alone . . .

"I recognize that we and you are confronted with a dilemma here. If you don't appear against the networks, our critics will say it is because you don't care or because we have coerced you into silence. If you do appear we are damned again because they will say you are so afraid of us that you do our bidding even though your heart isn't in it and you don't really mean it. In other words, we're damned if you don't and we're damned if you do.

"It is superfluous for me to say that whatever you do you must do because you think it's right."

TEMPORARY committee named to help arrange for ABC-TV affiliate representation in testimony before the Senate Commerce Committee, and also to help set up an ABC-TV Affiliates Advisory Committee, stayed on for quick canvass of assignments after general session of affiliates in Chicago April 15. Committeemen (l to r): Ken Carter, WAAM (TV) Baltimore; Fred Houwink, WMAL-TV Washington; Walter M. Windsor, KCMC-TV Texarkana, Tex.; Otto Brandt, KING-TV Seattle, and Joseph F. Hladky Jr., KCRG-TV Cedar Rapids, Iowa.

IT'S AS CLEAR AS BLACK AND WHITE—

CHANNEL 10 IS THE ONE THAT MOST ROCHESTERIANS PREFER!

DAYTIME (Sign-on to 5:00 P.M.)

Rochesterians prefer Channel 10 **six days out of seven!** (Out of 256 competitive quarter-hours, Channel 10 rates **147 firsts!**)

NIGHTTIME (5:00 P.M. to Sign-off)

Rochesterians prefer Channel 10 **five nights out of seven!** (Out of 212 competitive quarter-hours, Channel 10 rates **126 firsts!**)

DAY AND NIGHT TOTAL

Out of the total of 468 weekly competitive quarter-hours,

CHANNEL 10 RATES 273 FIRSTS!

Moreover—8 OF THE TOP TEN TV PROGRAMS IN ROCHESTER ARE CHANNEL 10 PROGRAMS!

ABOVE INFORMATION BASED ON ROCHESTER TELEVISION AUDIENCE A.R.B. REPORT FEBRUARY, 1956

Ask us about choice availabilities!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC • NATIONAL REPRESENTATIVES • THE BOLLING CO. INC

First Quarter Profit: AB-PT—$2.57 Million

ESTIMATED net operating profit of American Broadcasting-Paramount Theatres for the first quarter of 1956 rose to $2.57 million, or 60 cents a share, from $1.92 million, or 45 cents a share, in the corresponding quarter of 1955, it was reported last week by Leonard H. Goldenson, president.

Mr. Goldenson said that with capital gains of $253,000 in the 1956 quarter, as compared with $33,000 in the 1955 period, consolidated earnings totaled $2.82 million, or 66 cents per share, as compared with $1.95 million, or 46 cents per share, last year.

He reported that the ABC division is "presently engaged in further strengthening and expanding its program schedule for next fall," and in this connection pointed out that *Omnibus* is moving to ABC-TV (from CBS-TV). He declared that ABC should share "on an ever broadening scale in the expected growth of television."

ABC-TV ISSUES NEW RATE CARD

AN ADVERTISER on ABC-TV is now required to buy a minimum cleared gross for station time equivalent to $50,000 per Class A hour compared to $42,000 a year ago.

The network also offers a full 35% discount to advertisers buying any combination of time across-the-board and before 5 p.m. NYT wherein billings equal 200% or more of the hour rate per week. (This discount is in place of all other discounts and rebate.)

These changes now are in effect, according to a revised rate card (No. 6), which B•T has learned ABC-TV has been circulating since early March. This is the first revision made by the network since last January when rate card No. 5 of April 1, 1955, underwent only a minor modification. The updated card shows ABC-TV claims a network of a total of 198 markets in the U. S. compared with the total of 193 printed in rate card No. 5.

As listed by the new card, total gross station rates for the 198 markets (with old rates for 193 markets in parentheses): Class A, one-hour, $100,000 ($95,155); Class A, half-hour, $60,000 ($57,093); Class A, quarter-hour, $40,000 ($38,062); Class C, one-hour $50,000 ($47,577.50);

It takes a heap o' compost to make a house a home

What with P. Adler, E. A. Guest and W. M. Tee all sounding off on house-to-home alchemy, there's no telling where it will all end—but in Eastern Iowa at least you can be sure of this:

If it's a home in WMT-TV's primary service area (25 counties and 3 of the 6 largest cities in Iowa) chances are it has a tv set (80.9% tv ownership).

And if it has a tv set, chances are it's tuned to WMT-TV. (All the top 15 once-a-week shows and all the top 10 multi-weekly shows are on WMT-TV.)

Data source: *Telepulse.*

WMT-TV
Mail address: Cedar Rapids
CBS Maximum power Channel 2
National Representatives: The Katz Agency

Class C, half-hour, $30,000 ($28,546.50); Class C, quarter-hour, $20,000 ($19,031).

Class A time includes 6-11 p.m., Mon-Sat., and 5-11 p.m., Sundays. Class B, which is offered by ABC-TV at 75% of the evening rate, includes 2-6 p.m., Saturday, and 1-5 p.m., Sunday, and Class C, charged at 50% of the evening rate, includes all other times, with the exception that Class B rates apply in certain markets in the 5-6 p.m. period, Mon.-Fri. (This is the hour in which ABC-TV now programs *Mickey Mouse Club*.

The new card also increases gross rates for the use of ABC-TV production facilities for programs produced predominantly on film as follows (with old rates in parentheses): one-hour film $500 ($300); half-hour film, $300 ($150) and quarter-hour film, $200 ($75).

Weekly discounts based on total percentage of the gross hour rates contracted per week remain unchanged, except for an additional daytime discount not mentioned in the old rate schedule. The new card permits an additional 5% discount for daytime periods before 5 p.m., New York time, Monday-through-Friday, except for participation programs.

ABC-TV now permits an over-all discount of 32½% for film shows and 27½% for live shows in place of all other discounts and rebate to those advertisers who use a weekly minimum of $90,000 of gross billing for time during 52 consecutive weeks of the client's discount year. The old rate card had set the minimum at $80,000 of gross billing.

In film, ABC-TV continues its previous discount arrangements with an additional proviso that orders received on or after next July 1, will earn a film discount of 2½% instead of the 5% allowed on gross billing.

NBC-TV CHANGES OPTION PERIOD

AN adjustment in NBC-TV option time, returning the Mon.-Fri. 5:30-6 p.m. period to affiliates but making the 2:30-3 p.m. period optionable by the network, was approved by members of the NBC-TV Affiliates Executive Committee at a meeting in Chicago last week.

The change is subject to individual negotiation with affiliates. NBC-TV officials said they were hopeful of getting signed amendments from the stations in time to put the change into effect in June. Thus this option-time period, instead of running from 3-6 p.m., would extend from 2:30 to 5:30 p.m.

The network plans to move the *Tennessee Ernie* show, now on at noon, into the 2:30-3 p.m., period, while *Howdy-Doody*, long-time occupant of the 5:30-6 p.m. spot across the board, will be moved to a weekend period as a half-hour or hour show. Neither the length nor the time period of the new *Howdy-Doody* has been determined, but authorities said present thinking inclined toward a Sunday morning spot.

In the noontime period now occupied by *Tennessee Ernie*, NBC-TV plans to install a new Ralph Edwards show described as a live audience-participation series with features akin to *Queen for a Day, This Is Your Life* and *Truth or Consequences*.

The network also reported that the afternoon 5-5:30 period, formerly occupied by Pinky Lee but more recently by *I Married Joan*, will be programmed for adult or general appeal rather than as a kid strip, with sequences of *It's a Great Life* and *Dear Phoebe* to be slotted there after the current *I Married Joan* film series ends.

The option-time and other program plans were presented to the affiliates executive committee by a group of NBC executives including President Robert W. Sarnoff; Thomas A. Mc-

SALES OFFICES: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami

Three times the impact — Don't overtacks yourself. Let the famous Crosley Television Stations offer the triple advantages of top shows... top audience... top promotion through the exclusive Crosley client service department... and you'll rise to any ad occasion!

Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

WLW-T *Cincinnati* **WLW-D** *Dayton* **WLW-C** *Columbus*

Avity, vice president in charge of NBC-TV; Richard A. R. Pinkham, vice president in charge of NBC-TV programs, and Hugh M. Beville Jr., vice president in charge of planning and development.

They were approved unanimously by members of the executive committee present for the meeting. These included Walter Damm, WTMJ-TV Milwaukee, committee chairman; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va., vice chairman; Jack Harris, KPRC-TV Houston; Gene DeYoung, KERO-TV Bakersfield, Calif.; W. W. Warren, KOMO-TV Seattle; James H. Moore, WSLS-TV Roanoke, Va., and Fred Mueller, WEEK-TV Peoria, Ill. Committeemen absent were Edwin K. Wheeler, WWJ-TV Detroit, and Robert B. Hanna Jr., WRGB (TV) Schenectady.

COLOR TO KEYNOTE NBC-TV FALL PLANS

NBC-TV will telecast at least one major color program every night in the week in prime evening viewing hours, starting in the fall, NBC President Robert W. Sarnoff announced Monday. Noting that this is in addition to the network's present schedule of color "spectaculars," he said "that means color every evening on a regular basis, and it means that on the Saturday, Sunday or Monday when a 'spectacular is scheduled, we can have as much as two-and-half solid hours of attraction programming in color. With our new color recording equipment in operation, these programs will be available in color to the west coast markets as well as the rest of the country."

Mr. Sarnoff spoke at a symposium conducted by RCA for tv receiver manufacturers at which Frank M. Folsom, president, and other RCA executives blueprinted color set designs and detailed its mass-production know-how. At the session, RCA announced that it has reduced the manufacturer's price of its 255-square-inch color picture tube from $100 to $85.

The color symposium to acquaint other manufacturers with technical and manufacturing information is in accord with RCA's policy of keeping its licensees informed of new developments, Mr. Folsom said. "Many of you will recall that in August 1947 we turned over to other manufacturers in the radio industry complete engineering and manufacturing information on the first table-model black-and-white television receiver. The receiver became the foundation upon which was built today's vast television market.

"Now, we shall do the same thing with our big-screen color television receivers", he stated. "We shall turn over to you RCA's latest color receiver blueprints, our technical know-how, production details and bills of materials. Our color tv manufacturing facilities are open to your inspection. In our opinion, this action will prove to be as important to color television as the first table model was to black-and-white television."

Discussing the new nightly network color program schedule for fall, Mr. Sarnoff declared that "the shows to be done in color will go into the color studios and stay there. They'll be set for the whole season. The networks, the stations, the dealers and distributors can really promote this sort of a fixed color schedule. The public will be able to depend on color as a regular evening event and the habit of color can be established and developed.

"This is our objective this fall and we are working to bring it to realization right now. We are decided in principle on the plan and we have done enough checking on various program combinations to conclude that we can fit such a schedule into our expanded color facilities. However, we are not yet set on the specific programs to be done in color under this plan, because our overall fall schedule is not yet finalized in all its details."

The meeting was held the day after the inauguration of all-color programming by WNBQ (TV), NBC's Chicago o&o tv station, which is now broadcasting all of its local studio programming in color as well as the network colorcasts, a total of about seven hours a day of color.

Outlining progress and plans of the RCA Tube Div., D. Y. Smith, vice president and general manager of the division, expressed RCA's conviction that the present RCA picture tube meets all requirements of top quality performance. He reported that this conviction has already been backed "to the tune of $10 million" at Lancaster, Pa., where RCA is ahead of schedule on its goal of 30,000 tubes per month for 1956.

Networks Give Democrats Time Equal to Eisenhower's

EXACT facilities given by the networks to President Dwight Eisenhower for his farm bill veto message last Monday night will be given to Democrats tonight (Monday). Democratic National Chairman Paul M. Butler said Senate Majority Leader Lyndon B. Johnson (D-Tex.) will speak for Democrats on "The Farm Bill," in an official reply to the Eisenhower simulcast.

The Democrats had given prior notice to networks [CLOSED CIRCUIT, April 16] that they would ask radio-tv time equal to that given to the President.

Sen. Johnson's address will originate in the studios of WMAL-AM-TV Washington, ABC affiliate, from 10-10:30 p.m. EST and will be carried live by ABC Radio and ABC-TV, NBC Radio, CBS Radio and Mutual. NBC-TV will carry a kinescope of the Johnson reply from 11:30-12 p.m. CBS-TV did not carry the President's address, thus will not carry Sen. Johnson's.

In announcing acceptance of the network time, Democratic Chairman Butler said: "In this important election year our citizens are entitled to hear both sides of important questions. I am happy that the television and radio networks have given the Democratic Party the same opportunity to discuss the farm bill veto that they gave to Mr. Eisenhower. I hope that in the days ahead we will continue to receive equal time when Mr. Eisenhower makes a political speech."

Another political question—if and when the networks will cover the proposed Stevenson-Kefauver debate [B•T, April 16]—remained undecided as of last week. Two networks—NBC and ABC—have indicated they will cover such a debate and are offering facilities, although as yet there has been no formal acceptance by the candidates. An MBS spokesman indicated the network, which has not made a final decision, probably would be favorable toward covering a debate. CBS had not yet commented.

Spot Sales Open for 'Home'

NBC-TV's co-op program department last week reported that the *Home* show is available for national spot sale in more than 50 markets throughout the country. Participations are being offered only to advertisers who are not using the program on a network basis and for products non-competitive to the show's network sponsorship. Network sponsors of *Home* are American Radiator & Standard Sanitary Corp., American Viscose Corp., California Packing Corp., Gruen Watch Co., Simplicity Pattern Co., Sperry & Hutchinson Co., and Upjohn Co.

ACKERMAN LEAVES CBS-TV IN JUNE

REALIGNMENT of three CBS-TV Hollywood program executives' assignments and changes in their titles was announced last week by Hubbell Robinson Jr., executive vice president in charge of network programs. Guy Della Cioppa, vice president in charge of CBS Radio's network programs in Hollywood, becomes director of network programs, CBS-TV, in Hollywood; Jack Rayel, CBS-TV program director, appointed executive director for CBS-TV on *Ford Star Jubilee* series, and Henry Ackerman, special projects director, CBS-TV program department, continues in that capacity but will devote all of his time to the development of his own productions for the network until he leaves the network in June to manage his own company, Ticonderoga Productions, which will film new properties exclusively for and financed by the network.

Officers of Ticonderoga include Mr. Ackerman's wife, Mary Shipp Ackerman, and attorney Edward Blau. Mrs. Ackerman formerly played Marie Wilson's girl friend on the star's CBS-TV program.

This is the second time Mr. Ackerman has relinquished a CBS vice presidency. In 1952 he entered packaging of his own programs for CBS and was forced to give up the title because of network policy that no officer can have financial interest in programs carried by CBS. About a year later, CBS Board Chairman William S. Paley induced him to drop the packaging venture and resume his network post.

NBC-TV Announces Details Of Daylight Saving Schedule

NBC-TV last week announced details of its Daylight Saving Time operation, which becomes effective April 29 and continues through Oct. 27. The network program schedule is based on Eastern Daylight Saving Time.

Program schedules of all NBC-TV stations in Daylight Saving Time areas will remain unchanged. All non-interconnected stations will retain their schedules on the same clock hour basis as before DST.

Most programs carried on a "live" or kinescope basis on interconnected stations in Standard Time areas (Mountain Time Zone stations excepted) will be carried one hour earlier, with the exception of the network programs between 8-9 p.m. New York time, Monday through Friday, which, by means of a repeat network service, will be telecast on Eastern Standard stations 10-11 p.m. and on Central Standard stations, 9-10 p.m. CST. The repeat network will not apply to *Producers' Showcase* (every fourth Monday, 8-9:30 p.m. NYT), which will be seen "live" as usual in all time zones.

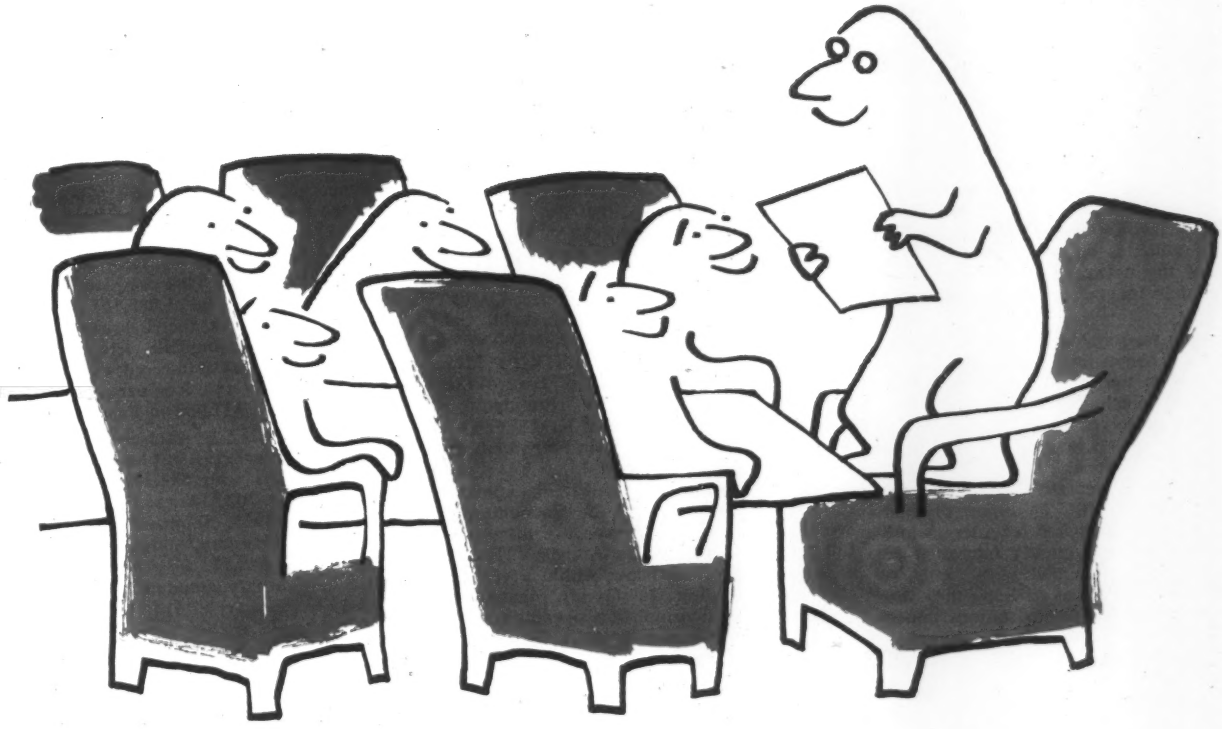
All interconnected stations in Mountain Time zone will schedule network programs on a clock hour basis, through quick kinescopes.

NBC Radio to Carry Sarnoff Speech to Security Committee

NBC Radio last week reported it would carry a luncheon address by Brig. Gen. David Sarnoff, RCA board chairman, scheduled for delivery today (Monday) to members of the National Security Committee, on a delayed basis 9:45-10 p.m. EST tonight. The speech, marking the opening of National Military Reserve Week, will call for the urgent need for ready reservists. Gen. Sarnoff is also chairman of the National Security Training Commission.

ABC Vice President Robert H. Hinckley is to receive a citation at the luncheon.

Another thinly disguised WJR success story



Our assets, gentlemen, are $150,670,027.13—and WJR.

Savings and loan associations can't be funny with money.

In 1948, though, a small but scrappy Detroit savings and loan company bought a humorous 15-minute show 3 times a week on WJR.

Combining humor with saving and loaning paid off. They just renewed for the eighth year. In the preceding seven, the sponsor has grown from a $49 million outfit with three offices to a $150 million outfit with seven offices; ranks sixth in the nation.

We like to think that the president looked at his assets—up at least 15 percent each successive year on WJR—when he wrote us, "You are entitled to a good share of the credit."

Now comes Alfred Politz Research, Inc. with some reasons—the results of a survey of radio listeners in a portion of our area.

For instance, this program is on between 7 and 10 a.m. Every day, at that time, 530,000 adults listen to WJR. (All other Detroit stations share 410,000.)

Also, 52 percent of all listeners in the area surveyed specify WJR for comedy and humor.

They even prefer our advertisers—2 to 1 over the next station's.

Your Henry I. Christal representative can show you how WJR can add to your assets. See him.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

AMPEX GLEANS $4 MILLION IN TV TAPE RECORDER ORDERS

Manufacturing firm demonstrates new technical developments before NARTB convention. Seventy-eight sales and commitments for machines ($75,000 for initial models to be delivered this August; $45,000-$50,000 for production models set for February 1957 delivery) made by CBS, NBC, Mutual, and Storer, among others. ABC uncommitted. Twenty more orders on the fire.

A $3.7-$4.1 million harvest in orders for its new video tape recorder was reaped last week by Ampex Corp. following the historic demonstration of the revolutionary development before CBS-TV affiliates on convention eve and announcement the network has ordered three prototype models for fall programming [B•T, April 16].

Exhibiting the tape system for NARTB delegates throughout convention week, Ampex representatives racked up the impressive total of 75 new sales (not including CBS' three)—five for its original prototypes and 70 others for commercial models, with varying delivery dates. They reported an additional 20 orders (good for $900,000-$1 million) "tentatively committed."

At convention's end, NBC-TV reportedly had placed three orders for original recorders, while ABC-TV was said to be greatly interested in placing orders for commercial units, with its decision understood to hinge on budgetary and other considerations. Numerous stations joined networks in placing orders for the recorder, promising advantages in pickup of delayed network telecasts, utilization for commercials and panel, public service, remote and other type programs.

While cost of the eight initial prototype units, slated for delivery in August, has been placed at $75,000, Ampex officials indicated that as production lines are tooled up, cost of commercial units may be reduced to $45,000 or $50,000.

Ampex officials said the company is prepared to turn out as many as 30-40 units a month after next February, when initial commercial delivery is anticipated. Two remaining prototype units out of eight slated to be produced this August have been purchased by either government agencies or private research organizations, it was learned. NBC-TV's purchase was consummated Monday after authorization from RCA President Frank Folsom, it was understood.

One of the more interesting orders was one for eight models placed by John B. Poor, executive vice president of MBS, presumably for use by General Teleradio's WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles, WHBQ-TV Memphis and WEAT-TV West Palm Beach, Fla.

Among telecasters who bought commercial units for early 1957 delivery were the group ownership properties of Storer Broadcasting Co., which ordered 13 recorders—worth half a million dollars alone. Sales of eight prototype units would result in about $600,000 for Ampex, while another $3.15-$3.5 million is expected to accrue from sale of the 70 commercial recorders.

Following are the stations which have placed actual orders or "tentatively" committed themselves for commercial types:

KEYT (TV) Santa Barbara, Calif.; WMAR-TV Baltimore; KWTV (TV) Oklahoma City; KTVX (TV) Muskogee, Okla.; WSFA-TV Montgomery, Ala.; KRON-TV San Francisco; WMCT (TV) Memphis; KPRC-TV Houston; KFMB-TV San Diego; Hearst Corp. (WBAL-TV Baltimore); KFJZ-TV Fort Worth; KVOO-TV Tulsa; WAVE-TV Louisville; Triangle Publications (WFIL-TV Philadelphia); MBS and Storer Broadcasting Co. (WJBK-TV Detroit, WSPD-TV Toledo, WJW-TV Cleveland, WAGE-TV Atlanta, WBRC-TV Birmingham, WGBS Miami and KPTV [TV] Portland, Ore.)

Other stations placing last-minute orders or whose purchases were later revealed: CMQ-TV Havana, Cuba; KERO-TV Bakersfield, Calif.; KIEM-TV Eureka, Calif.; KING-TV and KTLV (TV) Portland, Ore.; KSTP-TV Minneapolis; KENS-TV San Antonio, Tex.; WIS-TV Columbia, S. C.; WSAZ-TV Huntington, W. Va.; WCCO-TV Minneapolis; KUTV (TV) Salt Lake City and KLIX-TV Twin Falls, Idaho, and KOTV (TV) Tulsa, Okla.

Ampex officials reiterated their confidence that no problems would be encountered in evolving a method for recording programs in full color. It's claimed the Ampex VTR can be adapted to color, perhaps "within a year," according to Phillip L. Gundy, manager of Ampex's audio division, thus opening up a new avenue of facilities to telecasters.

The present recorder is expected to possess many applications for network and station telecasters in delayed telecasts and local programming, with provision for recording and instantaneous playback, such as was demonstrated before CBS-TV affiliates. Sports events could prove one of the more fruitful uses for the device.

One station operator told B•T last week he plans to concentrate public service strips, normally produced over a week's span, into one recording session for use by that week's end. He also claimed that the device would assure better clockwork on commercials, particularly those in Class "A" time, and would obviate any possibility of technical failure. He predicted "more efficient" use of engineering personnel in normal eight-hour shifts.

Tightened up operation also was foreseen by a station operator for local five-minute outing segments on such network programs as *Today* with the station able to make better use of technical help in view of the east-west coast time differentials and shift changes.

The Ampex VTR operates at 15 in. per second with two-inch magnetic tape on a 15-in. reel, the slow speed and lack of bulky reels combining to permit as much as a full-hour tv program on one reel. Picture quality is claimed to be superior to that of kinescope recordings utilizing photographic film.

Stock Stimulant

FLURRY of sales reported by Ampex Corp. for its new video magnetic tape recorder system during convention week (see separate story) brought in its wake activity in the stock market.

Pegged at only 20 by brokers a fortnight ago, Ampex stock was up in bids to 27¾ April 13—the day before it was announced and demonstrated before CBS-TV affiliates—and as of last Friday morning was selling at 30. Asking price varied from 31 to 37.

Ampex stock is sold over the counter in San Francisco and is not listed on any stock exchange.

Radio Output Rises Up In February—RETMA

RADIO production in February continued upward, but tv set production fell somewhat, RETMA reported last week. And, the manufacturers' association also announced, tv set shipments in February were behind January and the retail sales of both radio and tv were behind the previous month's figures.

There were 1,093,506 radio sets manufactured in February. This compares with 1,078,624 in January and 1,089,724 in February 1955. Included in the February production were 437,611 automobile sets. Retail radio sales for February numbered 454,867 (excluding auto receivers), compared with 531,206 in January and 317,908 in February 1955.

Of the 576,282 tv receivers made in February, 78,956 included uhf and 2,660 had fm. This compares with 588,347 tv sets made in January and 702,514 receivers manufactured in February 1955. Shipments to dealers totaled 529,226 in February, compared to 623,790 in January and 640,771 in February 1955. Retail sales in February amounted to 530,554, compared to January's 614,213, and February 1955's 626,613.

Tv set shipments to states in February were as follows:

State	Total	State	Total
Alabama	10,028	New Hampshire	1,644
Arizona	4,293	New Jersey	16,257
Arkansas	5,444	New Mexico	2,082
California	50,348	New York	51,736
Colorado	3,551	North Carolina	12,518
Connecticut	10,152	North Dakota	1,866
Delaware	1,517	Ohio	26,980
Dist. of Columbia	5,463	Oklahoma	7,183
Florida	17,150	Oregon	6,072
Georgia	14,066	Pennsylvania	37,202
Idaho	2,588	Rhode Island	1,704
Illinois	28,431	South Carolina	5,749
Indiana	12,448	South Dakota	2,018
Iowa	4,864	Tennessee	11,161
Kansas	6,729	Texas	29,288
Kentucky	10,742	Utah	2,114
Louisiana	10,720	Vermont	1,272
Maine	3,128	Virginia	9,471
Maryland	7,562	Washington	8,700
Massachusetts	14,778	West Virginia	6,150
Michigan	18,955	Wisconsin	11,845
Minnesota	6,826	Wyoming	709
Mississippi	6,222	U. S. TOTAL	528,098
Missouri	11,726	Alaska	316
Montana	1,641	Hawaii	812
Nebraska	4,275	GRAND TOTAL	529,226
Nevada	730		

RCA Promotes Warrender

WILLIAM T. WARRENDER, manager of the RCA Tube Div.'s plant at Marion, Ind., Thursday was named general manager of the recently-created RCA Components Div., with headquarters in Camden, N. J. He will be succeeded at Marion by Leonard Gillon, manufacturing manager there since 1954.

With RCA since 1936, following the firm's acquisition of the Marion plant, he was named manager of the tube plant there.

Evans Opens Electronics Firm

C. RICHARD EVANS, former vice president and general manager of KGMB-AM-TV Honolulu and license, Hawaiian Broadcasting System, is establishing a new electronics manufacturing firm, Star Valley Electronics, at Thayne, Wyo. Mr. Evans is former vice president and engineering head of KSL-AM-TV Salt Lake City.

WMC
MEMPHIS

announces
the appointment of

JOHN BLAIR & COMPANY

as national
representative
effective May 1, 1956

WMC
NBC Radio Network
5000 w. at 790 kc.
3d & Madison
Memphis 1, Tenn.

WMCT
MEMPHIS

announces
the appointment of

BLAIR-TV

as national
representative
effective May 1, 1956

WMCT
NBC-TV; ABC-TV
100,000 w.-Channel 5
495 Union Ave.
Memphis 3, Tenn.

MEMPHIS PUBLISHING CO., MEMPHIS, TENN.

ADMIRAL PLANNING UNDER-$500 COLOR

FIRST MAJOR BREAK in the color tv set price structure loomed last week after confirmation by Admiral Corp., Chicago, that it plans to introduce a $500 table model next June, probably concurrent with the summer home furnishings markets in New York and Chicago.

Unveiling of the model—priced at $499.95 and probably incorporating the RCA picture tube, though this was not definite—was viewed in manufacturing circles as the first breakthrough to the "magic figure" held out for stimulating buying demand for color sets among a greater segment of American consumers.

Admiral plans to produce perhaps 25,000 of the table units for marketing by year's end, although it was indicated there is no plan at this time to reduce prices on its console models, now priced at $895 and up.

Admiral revealed its plans, without specific details, at a news conference during which it also announced plans to produce a large number of 10-inch portable tv receivers for personal use. The $499.95 "magic figure" for Admiral came after an announcement by Travler for a $595 console color receiver and in the wake of other developments, including RCA's plan to reduce the price on its picture tube from $100 to $85. [See separate story, page 82.]

RCA currently is marketing a line of color receivers from $695 to $995, with expectant decreases on some of its models in the months ahead. Motorola, CBS-Columbia, Philco, DuMont, Emerson, and others are expected to unveil new color models—and quite probably price reductions. General Electric Co. also announced plans to enter the color production field later this year [B•T, April 16].

Another breakthrough on color tv prices took place on a local scale in Chicago last week. Sears, Roebuck & Co. introduced a 21-inch color receiver under its own brand name, Silvertone, available in mahogany for $595, and oak for $605 (plus service contract for $90). Models were displayed in 22 Sears stores and will be marketed in the Chicago area only at the outset.

CBS INC. QUARTER PROFITS INCREASE

PROFITS of CBS Inc., for the first quarter of this year were higher than the like period last year when the company reported $3,892,677, William S. Paley, chairman, stated at an annual stockholders meeting held Wednesday at CBS' New York headquarters.

Mr. Paley also said the first three months this year would show increased profits for CBS Radio's operation over the same period of 1955 which in turn had been above the first quarter of 1954. Said Mr. Paley of CBS Radio's operation: "[We] are entering a more stabilizing period in radio." In answer to a stockholder's question, Mr. Paley declined to predict whether CBS' radio arm would approach the level of radio's most profitable year at the network. He also noted that the receiver and tube divisions (CBS-Columbia and CBS-Hytron) had lost money in the first quarter and probably would show a loss for the first half, although not as much as in 1954 when both divisions lost money.

Asked to comment on color tv's progress, Dr. Frank Stanton, CBS Inc. president, said that while more activity was expected in color receivers this year than last, "disappointment" still is evident in the "marketplace." Dr. Stanton described set buying throughout the country as "spotty and selective." In reviewing color programming, Dr. Stanton said CBS-TV would telecast more hours in color than this season when it averaged about two hours weekly.

Dr. Stanton also said that the "outstanding technical feature of the NARTB convention in Chicago was the disclosure and demonstration of the Ampex tv tape process (see story, page 84.) He said the process would mean better quality tv recording, would prove more economical and provide quicker recording service. CBS-TV, according to Dr. Stanton will put its three units into use this fall on the West Coast and later would use additional units elsewhere in the country.

Formal business—the election of Classes A and B directors and an independent public accountant—was achieved in short order. All incumbents were re-elected as directors: Class A—Henry C. Bonfig, CBS-Columbia president; Arthur Hull Hayes, CBS Radio president; J. A. W. Inglehart, partner of W. E. Hutton & Co., investment bankers; Robert A. Lovett, partner, Brown Bros. Harriman & Co., private bankers; Millicent C. McIntosh, president, Barnard College of Columbia U.; Samuel Paley, retired, and J. L. Van Volkenburg, CBS-TV president; Class B—Ralph F. Colin, Rosenman, Goldmark, Colin & Kaye, law firm; James B. Conkling, president, Columbia Records; Leon Levy, president of Delaware River Terminal & Warehouse Co.; Edward R. Murrow, CBS newsman; William Paley; Dr. Stanton, and Charles F. Stromeyer, president of CBS-Hytron. The accounting firm elected: Lybrand, Ross Bros. & Montgomery.

again
WFBC-TV Swamps Competition in Carolina 5-County* Pulse Survey

AREA PULSE SURVEY OF TELEVISION AUDIENCE (5 Counties)
SHARE OF TELEVISION AUDIENCE DECEMBER 4-10, 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Other Stations
SUNDAY						
12 Noon-6:00 P.M.	35.7%	48%	24%	15%	8%	4%
6:00 P.M.-Midnight	51.3%	55%	23%	16%	2%	4%
MON. THRU FRI.						
7:00 A.M.-12:00 Noon	13.2%	64%	36%	0%	0%	0%
12:00 Noon-6:00 P.M.	25.5%	61%	21%	15%	3%	0%
6:00 P.M.-Midnight	46.0%	56%	18%	17%	3%	6%
SATURDAY						
10:00-12:00 Noon	32.5%	70%	30%	0%	0%	0%
12:00 Noon-6:00 P.M.	27.3%	51%	31%	12%	2%	4%
6:00 P.M.-Midnight	54.6%	58%	16%	15%	6%	5%

*The five counties are Greenville, Anderson, Greenwood, and Spartanburg, S. C., and Buncombe (Asheville), N. C. . . . counties with Population of 600,700; Incomes of $783,086,000; and Retail Sales of $519,931,000.

For further information about this PULSE SURVEY and about the total WFBC-TV Market, contact the Station or WEED, our National Representative.

"The Giant of Southern Skies"

NBC NETWORK
WFBC-TV
Channel 4 Greenville, S. C.
Represented Nationally by
WEED TELEVISION CORP.

ALICE HEINECKE, REPRESENTING

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REGULATED ASK, REGULATORS ANSWER

SHOULD broadcasters editorialize? Yes! Should the traditional form for reporting to the FCC on public service of a broadcast station be revised? Again, yes! These two ideas topped the many which came out of the seven-member FCC panel session at last week's NARTB convention. Here is the text, condensed from the "questions-from-the-floor" portion of that session.

Sterling C. Quinlan [WBKB Chicago]: I'd like to address a question that can only be answered in the manner of a personal opinion, but I'd like to have the opinion, perhaps, of Mr. McConnaughey. Do you think that we, as broadcasters, particularly on the management level, have properly used our right of editorial opinion with the proper degree of responsibility in carrying out our business, in carrying issues to the public?

Chmn. McConnaughey: To answer that by a plain yes or no—no, I do not think that you have exercised your right or assumed your right or your basic responsibility in that regard. I think you have been very backward or lax. I don't know what the proper statement is in exercising your right along that line.

Mr. Fellows: I think you might add "a little too much scared at times," too, Mr. Chairman.

Comr. Webster: I was one of the commissioners who voted to change the attitude of the Commission, and I was assured by the broadcasters, personally, that they were going to editorialize, and there was going to be a lot of it. I am disappointed, too, that there hasn't been more of it.

Ted Jones [WCRV Waltham, Mass.]: In line with the question of renewal applications, on public service programming, is there any way that sponsored programs that are in the public interest could be given more consideration by the Commission in evaluating our proper use of our license?

Comr. Webster: Well, of course, the rather short answer is that this is the very thing we are studying at the present time. It brings up this question as to what you do with this classification that we have in the renewal form. That is the thing that we are studying, at the present time. I think that is a question that is before us, and it would be difficult for me to answer one way or the other on it.

Comr. Bartley: I'd like to say something on this, because this is one of the things that touches my nerves once in a while.

The forms do not provide an opportunity for a station to tell what its programming is. This form specifically provides for that, but you fellows don't use it enough. When the statistics that you submit do not reflect your programming, there is a special provision and an invitation for you to write an explanatory statement with respect to that. I think you're missing a great opportunity when you don't spread it on when you file your application with the Commission.

Comr. Hyde: Comr. Bartley has covered the point very well, indeed. I will add this comment. I have been concerned about the practice of classifying a certain part of the program as public service, as if the other part were not. The entire program schedule should concern the entire public.

If any explanation is necessary to demonstrate that a program is sponsored, and nevertheless meets some special interest of the public, we'd like to know about it. And, as Comr. Bartley has mentioned, there is an opportunity to submit that information in the application form.

Comr. Doerfer: You have three commissioners; those of you who are interested in a bare majority will be delighted to know that I incline that way, too. I know from examining the classifications which have been submitted that they are no longer appropriate. I would just as lief permit a broadcaster to designate a program in the public interest if it meets certain reasonable criteria, whether it is paid for or not.

I think the same thing is true with education. I don't know about the religious angle; that is rather a touchy subject, and I would probably want more information before I made up my mind on that.

But generally, I think a reclassification is called for, so that we get a better picture of what an over-all balanced program really is, paid for or not.

Mr. Fellows: Dick, I was just going to say that I think this one has gone far enough so we can establish an absolute precedent and have the president of NARTB poll the Commission. Comr. Mack?

Comr. Mack: The Commission should recognize this fact that you might have to relate these programs to what you get from them.

Comr. Webster: Mr. Moderator, maybe I'd better get in the act, in order to make this unanimous if we're going to have a vote of the Commission. I can't let these other commissioners get ahead of me.

I think I'll just throw out a little something that I thought of as they were talking. It certainly also brings up a question in television that we are all faced with, and that is the question of whether television stations are going to be home stations or big-area stations. Are they going to be stations that are going to contribute something to the town, or the area, and are they going to get something out of that area?

I think that programming has a place in our decisions and our work in regard to this television matter as to whether they are going to be big stations or stations that are going to reflect the small towns and are going to put on those stations some of the local programming. I think that is a big element in this thing, too, and I think it is part of the decision in regard to whatever we might do about television.

Mr. Fellows: I was going to say, Mr. Chairman, that inasmuch as there is not an ounce of protocol in this particular roundup to date, I would like to ask you to play anchor man. But we still leave Comr. Lee out of the picture on this one.

Comr. Lee: I generally answer questions like this by saying "I'm all right on that."

FCC Comr. John C. Doerfer makes a point during the Tuesday FCC panel session. (L to r), Comrs. Robert E. Lee, Robert T. Bartley, Rosel H. Hyde, Chairman George C. McConnaughey, moderator Harold E. Fellows, president of NARTB, Comrs. Edward M. Webster, Mr. Doerfer and Edward A. Mack. The scene was the Chicago convention of the NARTB.

tions way. As we know, a number of communities have been waiting many months for television decisions. Unfortunately, these communities aren't cognizant of the various complexities and factors that have to be weighed, the pros and cons, on these tv applications. I would like to know if there is any way possible, or if it is at all feasible for the FCC, in a public relations way, to inform these communities as to an approximate date when a decision might be imminent.

Chmn. McConnaughey: As you may have heard today, there are not very many cases yet remaining to be disposed of. I think (and this is an estimate) that very shortly after the first of this next calendar year we will be pretty well caught up with putting out grants.

Now, as to specific dates, I would say that it is virtually impossible to give a specific date to a specific community, because of the work that has to be done in the Office of Opinions & Review, in digesting the facts and the exceptions. Many times there are 150 to 300 exceptions. They have to be digested and brought before the Commission, and then the Commission must give instructions for the writing of an opinion. Those instructions, when they are given, are just what they denote; they are instructions. That does not necessarily mean that the final opinion will be the same way that there are instructions. Sometimes, in order to get instructions out, there will be three or four commissioners who will vote for instructions for a certain grant. When the facts are completely digested and an opinion is brought in front of us, we reserve the right—and quite properly must have the right at that time—to make a final decision in that matter or in another. So I think, from the very nature of what is required, it is impossible to give any definite dates.

Comr. Lee: Mr. Moderator, I agree with the chairman's remarks, but I do feel that Mr. Stanley's question is very well put. It is a very difficult one to answer.

I had a call not so long ago on a specific case from a member of Congress who, of course, was careful to say he was not interested in the merits of the competing applicants, but, "When are we going to get service to this community?" I spent five or ten minutes explaining to him the problems of the administrative procedures, the issues involved, the litigation, the length of the hearing, and so on, but he kept coming back and saying, "But it's eight years." He further pointed out that in this 8-year period, people have died who have not seen television.

While I don't know the answer, I certainly think that Mr. Stanley's question is quite appropriate.

Gil Leiser [KJUN Redmond, Ore.]: I was approached about six or eight months ago by a group of businessmen in central Oregon—none of them radio or tv men—from four different cities, and they discussed with me, and also with a consultant engineer, the same question that was brought up here by the gentleman just preceding this last question, concerning these stations in Washington which are operating without FCC approval, against which a "cease and desist" order has now been issued. They wanted to go ahead. They said, "They are operating up there, and we might as well take a stab at it."

I advised them not to do so, and so did this consulting engineer.

We ended up on the board of directors of this outfit. They put in their application last fall. They haven't heard anything.

I would like to have an answer to take back to them in some form or other as to when the Commission may begin considering these applications. I know there must be others from both commercial broadcasters and non-profit groups for unattended satellite operations.

Mr. Fellows: Comr. Doerfer, do you want to keep on with that phase of it?

Comr. Doerfer: No. Of course, that opens up a subject, again, with respect to our procedures. I don't think any commissioner could answer that question.

As you must remember, that favorite sore spot that bothers me, 309(c), the protest provision, provides that protest cases must be submitted, so you can stand in line for eight years on a competing

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Stunts that put life in your shows come off right. No chance of "fluff" or "goof." And you know *in advance* how your audience will react... know because you can shoot, edit and pre-test to your heart's content. Costs are low, too, when you use dependable **EASTMAN FILM.**

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or even a non-competing application, and if a protest is lodged against some other station or some other applicant, regardless of where in the country, we are legally bound to expedite it.

I made a little check as to how much time the Commission had spent during the height of the protest cases, and our time ran almost 27 to 29%. I asked the chief examiner, a few weeks ago, how many examiners were hearing protest cases and he told me at least a third.

So that is about the only answer that we can give you. We try to expedite our work, but we must follow the law, and Congress has given priority to certain types of cases, so there is nothing we can do but just ask you to step down, in line, and permit somebody to squeeze in ahead of you.

Westinghouse Supports McConnaughey Proposal

WESTINGHOUSE Broadcasting Co. last week announced its support—and called the rest of the industry to do the same—of FCC Chairman George McConnaughey's proposal for an independent research study of tv allocations problems (also see page 112).

President Donald C. McGannon said WBC felt that such a study "would accomplish the greatest good for broadcasting" and that it stands ready to support it wtih "substantial" money as well as the research and staff of WBC and the tv set manufacturing division of the parent Westinghouse Electric Co.

Despite prolonged study of existing testimony and proposals, he said, WBC has "been unable to come forward with any specific proposal that would, we felt, be a genuine solution to the problem." He continued, "We are convinced that the status of current research into this problem of uhf allocation does not go deep enough to permit any of us to draw qualified conclusions concerning the ultimate role of uhf. It is this need for additional research which prompts WBC to give total support to this proposal . . . by Chairman McConnaughey."

Mr. McGannon noted that "the television industry has had substantial success in objective and scientific committees" in compiling standards for black-and-white and for color tv. "Likewise," he added, "the Senate *ad hoc* committee has done an initial and basic job to date in these considerations. But I am convinced that even aside from the question of governmental appropriation, which is a considerable one, that private industry can achieve an even greater level of understanding. It is imperative, however, that such a committee be unbiased, independent, objective and scientific."

He said a "principal concern" had been "the possibility of precipitous action, intended to solve an immediate problem, but which would fail to consider the ultimate needs of both the broadcasting industry and the people of the nation." WBC is interested in "the long-range considerations," he asserted, "so long as those considerations can be carefully and scientifically arrived at."

A spokesman for Crosley Broadcasting Co. meanwhile pointed out that Crosley has cooperated closely with FCC in contributing studies on the overall uhf-vhf problem and that it will continue and intensify insofar as possible this cooperation in providing manpower in the project proposed by Chairman McConnaughey.

BILL DENIES TIME FOR MINOR PARTIES

A BILL aimed at denying equal radio-tv time opportunities under the Communications Act to fringe, minority and splinter party candidates was introduced last week by Rep. J. Percy Priest (D-Tenn.), who is chairman of the House Commerce Committee.

The bill (HR 10,529) would give equal time opportunities in national election campaigns to the presidential and vice presidential candidates of the major parties without affording the same opportunities to candidates of minority and splinter parties. It would give the equal privileges in intra-party state primary and other pre-convention activities to such major party presidential aspirants as Sens. Kefauver and Knowland, Govs. Harriman and Herter and past major party nominees Stevenson and Dewey, without giving similar opportunities to such unknowns as Lar Daly, who aspires to the GOP nomination.

The Priest measure also would give equal time treatment to major party nominees seeking election to Congress or to those who can muster on petitions enough names to equal 1% of the total votes cast for the respective office in the preceding congressional election.

The bill would require licensees to offer equal time opportunities to presidential and vice presidential nominees of the major parties (parties with candidates polling 4% of the vote at the preceding election) or to those candidates supported by petitions with names totaling 1% of voters in last election.

In addition, it would require broadcasters to offer equal time to a candidate for presidential or vice presidential nomination (by a party which polled 4% of the votes) and who: (a) is the incumbent of any statewide or federal elective office, or (b) has been nominated for one of these offices at any prior convention of his party or (c) is supported by petitions totaling at least 200,000 valid signatures.

BILL PUTS CURBS ON TV OWNERSHIP

A BILL to amend the Communications Act to forbid ownership of more tv stations than will cover 25% of the population of the United States, territories and possessions was introduced in Congress last week by Rep. Joseph P. O'Hara (R-Minn.). The bill also would prohibit the FCC from setting up numerical limitations on television station ownership.

Mr. O'Hara, a member of the House Commerce Committee, could not be reached for comment on his sponsorship of this bill. The Minnesota Republican suffered a slight heart attack and has been hospitalized since March 30.

Introduction of the bill came while broadcasters and the FCC were awaiting a U. S. Supreme Court decision on the FCC's long-standing numerical limitation on station ownership. These rules were overturned by the U. S. Court of Appeals in Washington—on the ground that the Communications Act requires that before the Commission can deny an application it must hold a hearing—and were appealed to the highest tribunal by the Commission. The case began in 1952 when Storer Broadcasting Co. applied for ch. 10 in Miami, Fla. The FCC returned this application on the ground that Storer owned the then limit of five tv stations. Storer appealed and the appellate court ruling followed. Argument before the Supreme Court took place last April [B•T, March 5]. Present limitation on tv ownership is seven stations (not more than five in the vhf band).

PUBLISHERS BLAST FCC BEFORE HOUSE

American Newspaper Publishers Assn. counsel Elisha Hanson charges Commission has been 'evading' law by 'rigid policy adverse to newspaper applicants.' Terms diversification 'discrimination.'

THE FCC has been "evading" the law for the past decade and a half in following a "frankly announced" and "rigid policy adverse to newspaper applicants" for radio-tv facilities, Elisha Hanson, attorney for American Newspaper Publishers Assn., told a House subcommittee Thursday.

Testifying before the House Commerce Committee's Transportation & Communications Subcommittee, Mr. Hanson said he prefers to call the FCC's mass media diversification policy its "discrimination policy." He spoke in support of twin House bills (HR 6968 and 6977) which would prohibit FCC "discrimination between persons based upon interest in . . . any medium primarily engaged in the gathering and dissemination of information."

The subcommittee, headed by Rep. Oren Harris (D-Ark.), spent the major part of a morning session hearing Mr. Hanson, with three other witnesses making brief appearances, then decided to continue hearings at a date not yet decided.

Richard S. Salant, CBS vice president, spoke briefly on political broadcasting bills before the subcommittee and submitted a statement which included suggested legislation for still another political broadcasting bill. This would embody an adaptation of HR 6810—proposed by CBS President Frank Stanton—combined with recent bills in both the House and Senate which would allow broadcasters to make radio-tv time available to candidates of the major parties without furnishing time on an equal basis to candidates of small minority and splinter groups (also see story, page 91).

Mr. Salant said CBS is prepared to offer and has set aside perhaps two hours of free Class A time to be divided between the major party candidates for the presidency for "some form of debate or discussion of the central issues"—if Congress adopts HR 10217, HR 10529 or CBS' suggested revision.

Judge E. Barrett Prettyman of the U. S. Court of Appeals for D. C., testified as a representative of the Judicial Council of D. C. in favor of a bill (HR 6631) which would give appeals courts more discretion in granting interlocutory relief in cases from the FCC and several other agencies.

ANPA's Mr. Hanson said that while the law "presumably" prohibits the FCC from discriminating against any applicant, the Commission, nevertheless, has pursued a discrimination policy against newspaper applicants.

The FCC invoked its diversification policy in 10 of 12 contested cases up to last Jan. 31, Mr. Hanson said, "tipping the scales against the newspaper applicants."

Mr. Hanson said that except in rare instances the only way a newspaper can get a vhf grant is through an uncontested proceeding or by merger with an opposing applicant, adding that newspaper ownership or association constitutes an "almost irrebuttable presumption" of comparative disqualification under present FCC policy.

As to monopoly of mass media, the ANPA counsel said, there is "no such thing as a monopoly of mass media . . . in this country of ours." This is because there are more than 25,000 publications regularly printed and "no one man, no group of men controls any great number of these publications."

Rep. James I. Dolliver (R-Iowa) reminded Mr. Hanson that the FCC "indignantly denied" it discriminated against newspapers at earlier hearings [B•T, Feb. 6, Jan. 31], to which the ANPA counsel replied: "Most law evaders do indignantly deny."

The CBS suggestion presented by Mr. Salant would differ from HR 10,529 in these ways:

(1) It would extend the eligibles category to acceptance speeches made at nominating conventions or appearances on news, forum, debate and similar programs which are controlled by the broadcaster, by a candidate for President, Vice President or for a *spokesman duly designated* by the candidate for President. It would term presidential or vice presidential candidates for nomination "presumes substantial candidates" (and thus eligible for equal time) if they are incumbents of elective offices which are federal or statewide, have ever been nominated by a major party nominating convention or can muster 200,000 signatures on a petition. (The broadcaster would be allowed a "limited discretion" in determining whether a candidate is substantial if he does not come under the "presumption" qualifications. Opponents seeking the office sought by a "designated" spokesman discussing "major issues" on such a show could not demand equal time on account of his candidacy unless they met requirements made for candidates by the bill.)

(2) Equal time provisions would not apply in the case of a candidate for a congressional office if such a candidate appeared on a news, forum, debate or similar program controlled by the broadcaster, except for those candidates qualified under HR 10,529 and "substantial candidates for nomination by major parties." A "substantial" candidate for nomination would be "presumed" to be so if he is an incumbent of any federal or state office which is elective, has ever been nominated by a major party for the same office or can muster petitions totaling 1% of the vote for that office in the preceding congressional election.

CBS order of preference for the various bills, he said, is HR 6810 (Stanton plan), the CBS amendment proposal submitted Thursday, HR 10,529 and HR 10,217. He said the FCC is dubious about whether HR 10,217 applies to candidates for nomination, in addition to nominees, but that CBS and others believe it does.

Magnuson May Offer Money For FCC Ad Fraud Study

THE FCC isn't planning to appear before the Senate Appropriations Subcommittee on independent offices (Sen. Warren G. Magnuson [D-Wash.], chairman), because it apparently is quite satisfied with the $50,000 cut recommended by the House of Representatives. But, it may be asked to appear anyway. Sen. Magnuson has indicated that he might want to give it more money—to oversee advertising.

That's what the powerful Senate Commerce Committee chairman told B•T last week. He said he was going to ask both the FCC and the Federal Trade Commission whether it didn't want extra finances to act against purported fraudulent advertising on the airwaves. The Senate appropriations committee is scheduled to begin hearings this week. President Eisenhower had asked for $7.85 million for the FCC for fiscal 1957, but the House last month cut this sum by $50,000. In 1956, the FCC operated with an appropriation of $6.87 million.

6 ABC O&O Stations Change Representation

REPRESENTATION changes for six ABC owned and operated stations were in progress last week.

The network appointed John Blair & Co. and Blair Tv to represent, respectively for radio and television, KGO-AM-TV San Francisco and WABC-AM-TV New York. KGO-AM-TV and WABC-AM had been represented by Edward Petry Co. WABC-TV had been represented by Weed Television.

Coincidentally, the Petry company resigned as representatives of KABC-AM-TV Los Angeles. No replacement had been selected at week's end.

Burke-Stuart Co. Names Ted Oberfelder President

TED OBERFELDER, former ABC vice president in charge of WABC-TV New York, last Monday was named president of Burke-Stuart Co., New York, radio and tv station representatives.

Mr. Oberfelder's election was announced by Frank B. Swadon, Burke-Stuart's chairman of the board, who noted that the firm "looks forward to a great expansion program which will enable us to serve our present clients even better and to secure new clients for our specialized services."

MR. OBERFELDER

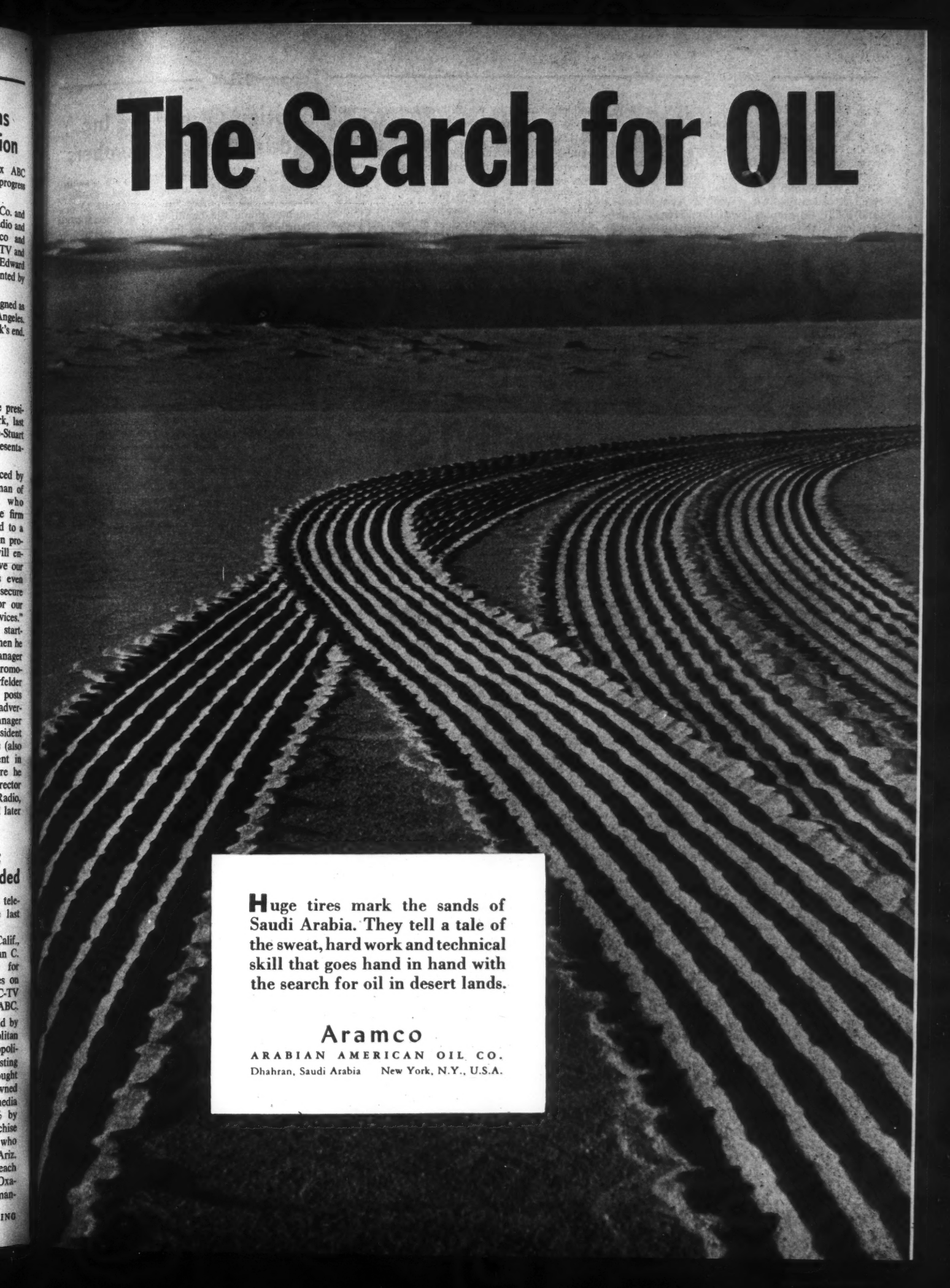
With ABC starting in 1945, when he was made manager of audience promotion, Mr. Oberfelder held various posts with the network, becoming director of advertising, promotion and research; general manager of WJZ (now WABC) New York; vice president in charge of owned and operated stations (also 1952), and two years ago, vice president in charge of WABC-TV New York. Before he joined ABC, Mr. Oberfelder had been director of advertising and promotion at Hearst Radio, subsequently for WCAU Philadelphia and later for WFIL Philadelphia.

Cohan Buys KVEC-AM-TV; KITO, KAKC Buys Concluded

ANNOUNCEMENT of the sale of one television and three am stations was made last week. All are subject to FCC approval.

• KVEC-AM-TV San Luis Obispo, Calif., was sold by Christina M. Jacobson to John C. Cohan (KSBW-AM-TV Salinas, Calif.) for $450,000 and obligations. KVEC operates on 920 kc with 1 kw day, 500 w night. KVEC-TV is on ch. 6 and is affiliated with CBS and ABC.

• KITO San Bernardino, Calif., was sold by H. G. Wall and Jack Flanigan to Cosmopolitan Broadcasting Corp. for $150,000. Cosmopolitan is a subsidiary of Continental Telecasting Corp. (KRKD Los Angeles, which it bought last fall for $417,500). Continental is owned 36⅔% by Albert Zugsmith Corp., media broker (Albert Hogan, president); 36⅔% by Richard C. Simonton, wired music franchise holder, and 26⅔% by Frank Oxarart, who owns 20% of KVOA-AM-TV Tucson, Ariz. Messrs. Zugsmith, Hogan and Simonton each own 25% of KULA-TV Honolulu. Mr. Oxarart, general manager of KRKD will also man-


The Search for OIL
Huge tires mark the sands of Saudi Arabia. They tell a tale of the sweat, hard work and technical skill that goes hand in hand with the search for oil in desert lands.
Aramco
ARABIAN AMERICAN OIL CO.
Dhahran, Saudi Arabia New York, N.Y., U.S.A.

age KITO. KITO operates on 1290 kc with 5 kw and is affiliated with ABC.

• KAKC Tulsa, Okla., was sold by Public Radio Corp. (Rev. Forrest G. Conley, president and general manager) to Houston advertising executive Lester Kamin for about $125,000. Mr. Kamin owns about 25% of Southland Broadcasting Co. (WMYR New Orleans and KCIP Shreveport, both Louisiana). Independent KAKC uses 970 kc with 1 kw day and 500 night.

Political Do's, Don'ts Outlined in WWJ Handbook

WWJ-AM-TV Detroit has released a "Handbook for Political Broadcasts" for the use of candidates in preparing radio and/or tv programs. The booklet contains the principal laws and regulations by which broadcasters are governed, basic information regarding, WWJ-AM-TV standards, specifications for spot announcements, props provided by the station and hints in working with the producer to prepare the best programs.

Don DeGroot, WWJ-AM-TV assistant general general manager, has been named political coordinator assigned to clear all political broadcasts by General Manager Edwin K. Wheeler.

McCormick Promoted

WILLIAM M. McCORMICK, assistant sales manager, WOR New York, has been appointed general sales manager, it was announced last week.

(Stations Continues on Page 123)

MILWAUKEE'S NEW WISN

PRESENTS

MILT BRANDL SHOW

5:30-9:00 A.M. DAILY

The New WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results!

Milt Brandl's share of the 460,814 radio families . . . who spent over $2 billion last year . . . is on the increase! Milt's a good entertainer . . . a fine salesman. Put him to work for you on WISN's growing early morning audience.

FOR AVAILABILITIES CALL WISN SALES OR Edward Petry & Co., Inc.

1150 WISN Milwaukee

Basic ABC Affiliate

MILWAUKEE'S FIRST STATION

Station-Owned Tv Inc. Adds 22 New Members

TV INC., station-owned film-buying organization servicing outlets in medium and small-sized markets, has reported the addition of 22 new members and the handling of nearly $500,000 worth of films for its first year of operation in 1955.

A report on progress of the new group was tendered to station operators by W. D. (Dub) Rogers, president of KDUB-TV Lubbock, Tex., and KPAR-TV Sweetwater, Tex., at a meeting in the Sheraton-Blackstone Hotel concurrent with the NARTB convention.

The additional members bring the TV Inc. group from 34 to 56 after 13 months operation. The organization anticipates handling over $1 million in film business by the end of 1956.

Mr. Rogers said the organization, to which members contribute 5% of their film costs as a service fee, has proved to be satisfactory to stations and distributors alike. Tv Inc. involves a stock deal under which stations can buy a share for every $100 of their respective one-hour, highest published rate.

Mr. Rogers told members research showed that distributors in small and medium markets received only 30% of their dollar volume, while sales costs on handling film were 50%. By contrast, in larger markets they obtained 70% of their dollar volume at 15% sales cost. Under Tv Inc.'s setup, purchases are channeled through its central buying office in New York, although stations still retain autonomy on actual purchases.

The organization was described as the "answer to film-buying in medium and small station markets" (all below the top 50 in the country). Tv Inc. hopes to reach a membership of 80 in the next few weeks, all members are network affiliates, Mr. Rogers said.

Aside from Mr. Rogers other officers of Tv Inc. are Joe Floyd, KELO-TV Sioux Falls and KDLO-TV Florence, S. D., vice president, and Ed Craney, KXLF-TV Butte, Mont., and XL Stations, secretary-treasurer. Directors are Mel Wheeler, WEAR-TV Pensacola and WJDM (TV) Panama City, Fla.; James Russell, KKTV (TV) Colorado Springs, Colo.; William Smullin, KIEM-TV Eureka, Calif., and KBES-TV Medford, Ore.; Tom Bostic, KIMA-TV Yakima, Wash.; KLEW-TV Lewiston, Idaho, and KEPR-TV Pasco, Wash.; Jim Manning, KXLF-TV Butte, Mont., and Herb Jacobs, general manager and director.

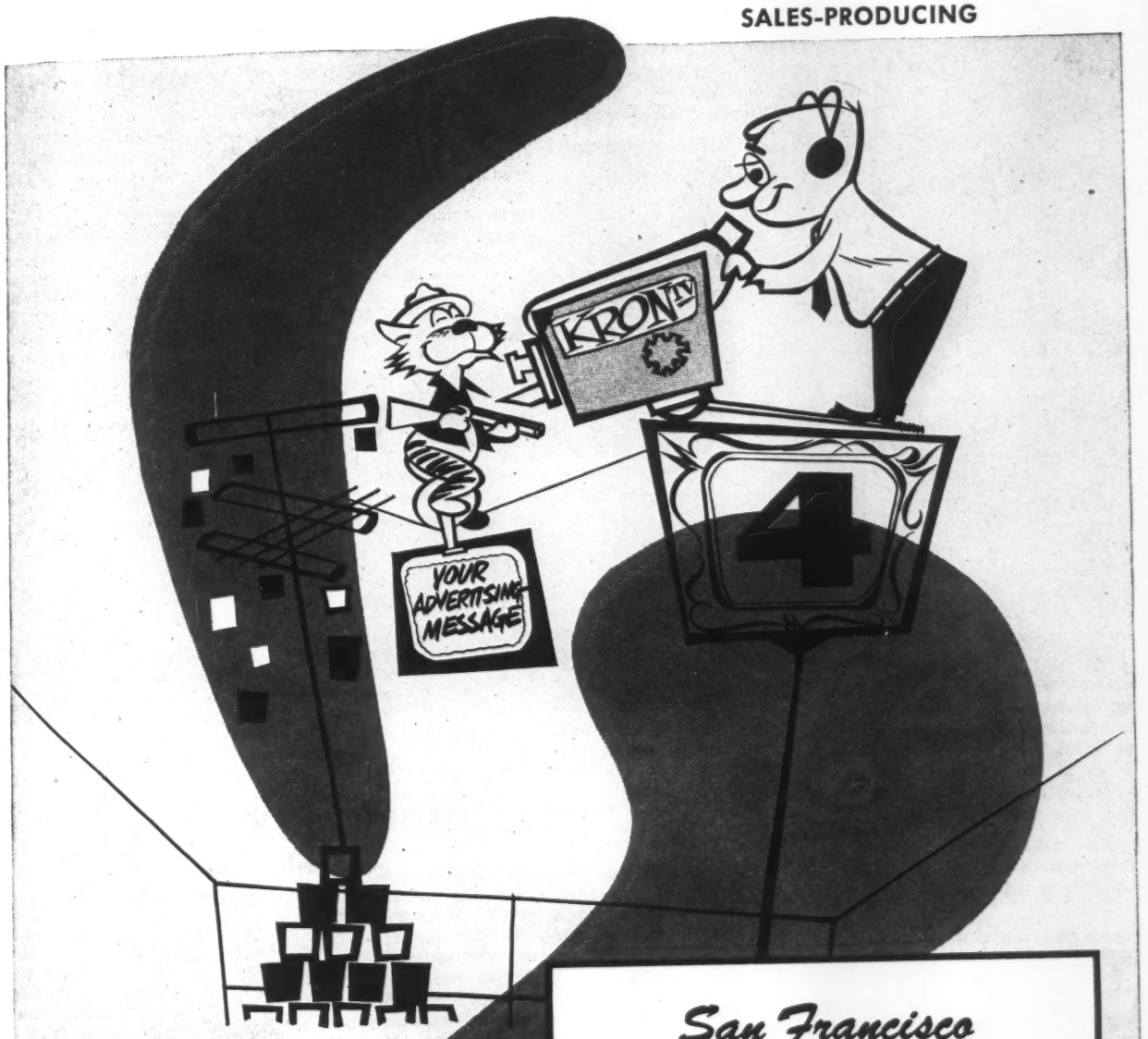
Cole to UM&M Tv Corp. As General Sales Manager

APPOINTMENT of John J. Cole as general sales manager of UM&M Tv Corp. was announced last week by Charles M. Amory, president. Mr. Cole, who will make his headquarters in New York, previously had been western sales manager for Guild Films Co. He also has been manager of the Motion Pictures for Television office in Los Angeles and with MPTV's sales staff in Chicago.

MR. COLE

KRON-TV'S NEW MERCHANDISING PLAN
FOR DAYTIME ADVERTISERS (before 7:30 P. M.)
*featuring "IN-STORE SPECTACULARS"**

COLORFUL . . . ANIMATED
SALES-PRODUCING



Colorful, animated figures that move back and forth on wires elevated above all other merchandise in the store.

Call the "Colonels" of Peters, Griffin, Woodward, Inc. or Norman Louvau at KRON-TV for complete details of this exclusive new merchandising plan.

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

ONE OF A SERIES

What Makes a Radio Station Great?

DEDICATION TO

PUBLIC SERVICE

PAID

$123,789 buys a lot of radio time.

But that is exactly the amount of time at card rates WFAA used for 75 worthy organizations in 1955.

This shows more than passing interest by WFAA in the communities which it serves. In fact, WFAA's dedication to entertaining and informing is one more reason that adults in North Texas spend more time with radio (32 hours a week*) than any other medium. And it's one more reason why WFAA has more listeners, day and night, than any other North Texas station.

Yes Sir, WFAA is loyal to its listeners . . . and in turn, North Texas listeners are loyal to WFAA. Again in 1955 . . . 8 out of the top 10 programs in North Texas were on WFAA and were WFAA produced.*

You can transfer this listener loyalty to *your* product. Ask your Petry man for details.

*Whan Study — A. C. Nielsen, N.S.I.

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

WFAA
is a great radio station
Edward Petry & Co., Inc., Representative

M-G-M, FOX MAY RELEASE FILMS TO TV

Neither firm reveals full scope of plans, but Metro has named Bud Barry to head tv operation department and 20th-Century is reported to be preparing film packages.

TWO MORE major motion picture studios were preparing to "get into the television act" last week when both Metro-Goldwyn-Mayer and 20th-Century Fox indicated that plans were in the offing to release their libraries of feature films to tv.

Though neither company released explicit plans for their libraries, M-G-M last week named Charles C. (Bud) Barry to organize and head a television operation department and 20th-Century Fox was reported to be dividing its library into 10 packages, each containing 50 feature films.

MR. BARRY

In announcing the appointment of Mr. Barry, Arthur M. Loew, president of Loew's Inc., Metro's parent company, said M-G-M had no plans for release of any or all of the company's film library of 1,000 feature films to tv at the present time but added that "something is bound to happen not too far off." It is understood that Mr. Barry, who has had extensive background in the radio-tv field on the executive level, will receive a plan for the disposal of the library and also arrange for tv film production by the company.

In his new post, Mr. Barry also will act as liaison agent between New York and California for tv production at the Metro Studios. He formerly was vice president in charge of radio and tv programming for NBC and held a similar post with ABC. Mr. Barry has served recently as an executive of the William Morris Agency in New York.

Though no confirmation of Twentieth-Century Fox's reported move could be obtained in either New York or Hollywood, a spokesman admitted that "something is in the wind." It is reported that Spyros P. Skouras, president of 20th-Century, is actively heading the preparations for disposal of the company's library to tv. It is understood that he has talked to several tv distributors on a plan, whereby the films would be leased to the distributor under terms of a lump sum plus a percentage arrangement on the packages' sales to television.

In recent months the feature film and short subjects product of RKO Radio-Pictures, Warner Bros. and Columbia Pictures have been made available to tv.

FAIRBANKS PLANS TO RE-ENTER TV

PIONEER television producer Jerry Fairbanks, who withdrew from the syndication field about the time of the FCC tv freeze several years ago, announced last week he plans to re-enter the tv field with production of programs and commercial spots. Shull Bonsall, Hollywood financier, has purchased part interest in Jerry Fairbanks Productions and will be active in management of the firm, it was reported. The Fairbanks firm also will begin production of theatrical feature films for release through the major studios, but the product may also be released to tv.

Mr. Bonsall has purchased controlling interest in Tv Spots Inc., Hollywood producer of animated commercials, which will continue to operate separately from the Fairbanks firm although services will be integrated and made available to all clients.

Mr. Fairbanks continues as president of his own film company with Mr. Bonsall becoming executive vice president and treasurer. Mr. Bonsall will be in charge of all business and financial activities, it was explained, with Mr. Fairbanks supervising production and creative work.

Jerry Fairbanks Productions is expanding its physical facilities and will have completed construction of a large modern studio in downtown Hollywood within the next 60 days, Mr. Fairbanks said. Pilot films for prospective new tv half-hour shows are in preparation. It is hoped to sell them for network first-run with subsequent local syndication, he explained.

Affiliation of Messrs. Fairbanks and Bonsall began several years ago when Mr. Bonsall purchased various Fairbanks' properties for open-end tv release.

Tv Film Commercials Session Set for SMPTE New York Meet

SOCIETY of Motion Picture & Television Engineers will hold its 79th semi-annual convention in New York April 30-May 4, with papers to be read and panel sessions to be held on various phases of motion picture and television film production.

The subject of tv film commercials will be explored at an afternoon session on May 1. Speakers will include S. J. Frolick, vice president of radio-tv, Fletcher D. Richards Inc.; Peter Cardozo, vice president of the television department, Fuller & Smith & Ross; David Gudebrod, film production supervisor, N. W. Ayer & Son; and Robert H. Klaeger, vice president in charge of tv film commercial production, Transfilm Inc. Following the talks, a panel of specialists from all areas of tv film production will reply to questions from the floor.

Guild Films Names Gross As General Sales Manager

PROMOTION of Art Gross from assistant sales manager to general sales manager of Guild Films Co., New York, was announced last week by Reub Kaufman, president. Mr. Gross fills a vacancy that was created when Erwin H. Ezzes resigned several months ago to join C & C Super Tv Corp., New York.

MR. GROSS

Mr. Gross has been associated with Guild Films since October 1952. He has served the company in advertising and promotion capacities and as director of client relations. Before joining Guild Films, Mr. Gross handled advertising exploitation and promotion for the Skouras Theatres in New York.

What's new on the New York Central?

Progress Report #2 to an America on the move

Sides of beef or siding for houses—freight hits the market one day sooner thanks to the Central's "Early Bird" service

To market, to market... *one day sooner!*

Meat and machinery, salt and shingles, lettuce and lumber, roll to market at better than a mile a minute on the mile-long Early Bird freight trains of the Central.

The Central's fleet of Early Birds highball out of Chicago, Detroit, St. Louis, Cincinnati, Cleveland, Indianapolis, Peoria, Toledo, to Buffalo, Boston, Baltimore and New York faster and more dependably than ever before.

For the Central pioneered the service that puts freight trains on schedules most truckmen envy. Stopping only to change crews and re-ice the reefers, the Early Birds get goods to market up to one day sooner.

How come? Because New York Central saw that businessmen needed more than ever a dependable freight service at express speeds... at *no extra cost.* One which would actually save money for businessmen **by** letting them substitute an endless belt of boxcars for warehouses, "high iron" for high-tax storage space.

Now, thanks to the Central's Early Birds, shoppers find western fruits one day fresher on the market; shippers save up to one day's feeding of livestock, run less risk of spoilage.

Whether you are a New York Central passenger or a shipper or both, you can be sure of the finest in transportation—through the creative research, service, and high standards of maintenance of one of America's most progressive railroads.

Reports of progress that never ends

Early Bird freight service is just one of the achievements of the New York Central Railroad. In forthcoming advertisements, you'll read about Central's mechanical refrigerator cars... its Centralized Traffic Control... assembly-line methods for car maintenance... management reorganization... the electron microscope, and many others. These advertisements make interesting reading. Look for them.

New York Central Railroad

Associated Artists Announces Sales Plan for Warner Films

SALES PLAN for 754 Warner Bros. feature films was announced by Associated Artists Productions at the NARTB convention last Monday. AAP is distributing the package for PRM Corp., which acquired about 900 Warner films last March [B•T, March 5] for $21 million.

The films will be sold in 13 packages of 52 films each, according to W. Robert Rich, general sales manager, who made the announcement. Stations can buy any number of the packages. All packages have been balanced according to title, theatrical release date and other considerations, Mr. Rich said.

Twelve hours after announcement of the sales plan, KAKE-TV Wichita, Kan., became the first station to buy the package. It purchased the entire library of 754 features for a price reported near $300,000. Negotiations were handled by Martin Umansky, general manager of the station, and Mr. Rich.

Another 754-film sale, to KUTV (TV) Salt Lake City, was announced Thursday.

Aside from the 13 groups made available to stations, AAP has reserved 26 films for purchase by a national tv network, for which negotiations are under way now. Another 52 films have been set aside for sale to a national sponsor.

Actually, 58 films will be included in each of the Warner Bros. groups. Two films from those reserved for network sale and four from those for national sale are allocated to each of the 13 groups. In the event the films have not been sold by a certain cutoff date, the station will then receive them. If they are sold, the package purchase price will be reduced appropriately.

Aside from the feature films, AAP will make available 334 Warner cartoons PRM acquired in the March purchase. Of these, 311 are in color. A package of 234 "Popeye" cartoons (168 in color) was acquired from Paramount two weeks ago and also will be made available to tv. Sales plans for both cartoon groups are to be announced this week in New York.

Vitapix Offers 'Blondie' Tv Series to Spot Buyers

VITAPIX Corp. and Hal Roach studios last week announced that a new series titled *Blondie* will be offered national spot advertisers on a Vitapix-package basis. The new half-hour comedy series will be delivered on a sponsored basis to stations, it was stated at a reception held Tuesday during the NARTB Chicago convention.

Arthur Lake and Pamela Britton will star in the series, with the former portraying Dagwood Bumstead, comedy movie character adapted from the newspaper comic strip. Miss Britton has played in "Guys and Dolls," "Brigadoon" and "Oklahoma," and took part in over a score of motion pictures. Hal Peary, the original "Great Gildersleeve," plays the role of an explosive neighbor in *Blondie*. Others featured are George Winslow and Lois Collier.

Electronicam Operations Move

DUMONT Electronicam Div. has moved its headquarters and operations facilities to the Adelphi Studio at 154 W. 54th St., New York, it was announced last week by James L. Caddigan, director of the division.

38TH AAAA CONVENTION OPENS THURSDAY

Record attendance expected at White Sulphur Springs for talks on agency compensation, advertising 'talent,' and agency creative activity. Leading advertising figures to speak at meetings.

DISCUSSIONS of agency compensation, advertising "talent," and creative activity spotlight the advance agenda for the 38th annual meeting of the American Assn. of Advertising Agencies to be held Thursday through Saturday at the Greenbrier Hotel, White Sulphur Springs, W. Va.

This year a record attendance, swelled by 140 international delegates visiting the U. S. for the AAAA's international meeting of advertising agency leaders, is expected. Advance registration indicated 675 members and media and advertiser guests.

Activities Thursday will be restricted to agency members and overseas delegates, and the holding of an election of new officers and directors.

General sessions get underway Friday morning. AAAA's board chairman, Henry G. Little of Campbell-Ewald, Detroit, will welcome guests. A series of three talks on creative topics follows with AAAA's vice chairman, Robert D. Holbrook of Compton Adv., New York, presiding. Speakers include John F. Tinker Jr., McCann-Erickson, New York, on "The View From Cloud 13"; Margaret Hickey, *Ladies' Home Journal*, on "The Near Look and the Far Vision," and James R. Adams of MacManus, John & Adams, Bloomfield Hills, Mich., on "Causative Conviction—the Vital Element."

Sherwood Dodge, Foote, Cone & Belding, New York, leads off another meeting Friday morning in presenting "Facts and Fiction About Ad Ratings," the first report on the Advertising Research Foundation's study of printed advertising rating methods. He will be followed by Keith Funston, president, New York Stock Exchange, speaking on "Can Advertising Help Finance the Future?" George C. Reeves, J. Walter Thompson Co., Chicago, and member of the AAAA's operations committee, will preside over this session.

Saturday Agenda

The first part of Saturday morning's business session features Dr. Rudolf Farner, Rudolf Farner Adv. Agency, Zurich, Switzerland, on the topic, "The Share of the Advertising Agency in the Development of International Advertising"; Norman H. Strouse, J. Walter Thompson Co., New York, discussing "Can Agencies Do Anything About the Scarcity of Advertising Talent," and Moorehead Wright, General Electric's consultant on decentralized manager education, taking up "Development of Men." George H. Weber of Cole & Weber, Seattle, and secretary-treasurer of the AAAA, will preside.

Concluding the formal session Saturday morning, presided over by J. Davis Danforth, BBDO, New York, and also a member of the AAAA operations committee, are two speakers: Marvin Pierce, president, McCall's Corp., talking on "The Commission Method of Compensating Advertising Agencies," and Mr. Little on the impact on advertising with the use of "any other method than the media commission method of compensating agencies."

On Friday afternoon a golf tournament and other sports have been arranged under the direction of Don H. Kemper, Don Kemper Co., Dayton, the association's sport chairman. A reception and annual dinner with entertainment will be held that evening.

An exhibit of selected examples of art used in advertising in other countries, a ladies' luncheon Friday with informal talks by four international delegates, and the holding of special events for the ladies, complete the agenda.

After the AAAA's convention, the seventh annual region and council governors' day will be held Sunday at the Greenbrier with more than 50 governors of the four AAAA regions (eastern, east central, central and western) attending.

600 Members Expected At AWRT's Convention

MORE than 600 members of American Women in Radio & Television are expected to gather at Boston's Somerset Hotel Thursday for the organization's fifth annual national convention. They will elect new officers, exchange professional notes and attend a round of parties given by broadcast sponsors and trade associations.

Thursday, designated New England Day, will feature a tour of Boston's North Shore. At the annual banquet Thursday night Mass. Lt. Gov. Sumner Whittier and Edward J. McCormack Jr., president of the Boston City Council, will welcome delegates. Harold E. Fellows, president of National Assn. of Radio & Tv Broadcasters is on the banquet program, with Henry Toy Jr., executive educational director of the National Citizens Committee for Better Schools, who will speak on "Women, Source of Power." Winner of the annual AWRT scholarship will be presented to delegates at the dinner.

Panelists take over Friday morning with discussions around the theme, "Women, the Unexploded Radio-Active Bomb." They include Herbert E. Evans, vice president and general manager, Peoples Broadcasting Corp., Columbus, Ohio; Norman Knight, vice president and general manager, Yankee Div., RKO Teleradio Pictures; Robert D. Swezey, executive vice president and general manager, WDSU-AM-FM-TV New Orleans, and Oliver Treyz, president, Television Bureau of Advertising, New York.

Simultaneous panels and clinics Saturday morning include a BMI radio clinic, educational tv panel and traffic symposium, "In the Roaring Traffic Boom," coordinated by Al Hirons, traffic manager, WEEI Boston. A tv "how to do" session is set for Saturday afternoon. Presentation of seven annual awards to women in radio and tv by *McCall's* magazine will be made Saturday night.

After elections Sunday Jane Dalton, president, will turn over the gavel to her successor.

Brand Names Foundation Inc. Re-elects Taylor Chairman

EDWARD R. TAYLOR, vice president, Motorola Inc., Chicago, was re-elected chairman of the board of Brand Names Foundation Inc. at the annual Brand Names Day board meeting in New York last Wednesday.

Others re-elected: Thomas F. O'Neil, president of MBS, chairman of the Foundation's executive committee; Louis Hausman, vice president of CBS, treasurer, and Henry E. Abt, Foundation president. Among the directors who were named by their associations to serve one-year terms: Harold E. Fellows, NARTB

True color . . . high definition

yours with GPL's 3-Vidicon Color Film Chain

Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain developed and manufactured by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy integration with your present monochrome film layout.

These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.

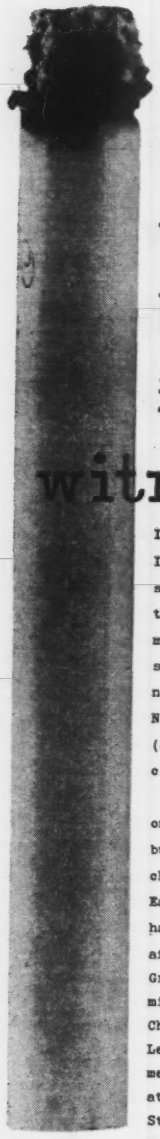
GPL

General Precision Laboratory Incorporated

63 Bedford Road, Pleasantville, N. Y. • 188 W. Randolph St., Chicago, Ill. • 21 N. Santa Anita Ave., Pasadena, Cal.

Cable Address: PRELAB

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



i was borned in witnland

I'm mild, satisfying and I taste like a cigarette should. I was reared in the most exciting sales market on the Eastern seaboard--right under the noses of sophisticated New York advertising men (and that's where a good cigarette should be.)

Witnland is rich not only in bright tobacco but in unharnessed purchasing power. Now Eastern North Carolina has a 316,000 watt NBC affiliate to boot. Add Grade A service to the mighty Marine Bases at Cherry Point and Camp Le Jeune for good measure. Transmitter at Grifton, N. C. Studios and offices at Washington, N. C.

witn channel 7 NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

president, and Frederic R. Gamble, president, American Assn. of Advertising Agencies.

The Foundation honored 128 retail firms for outstanding brand promotion during 1955 at a dinner Wednesday in the Waldorf-Astoria Hotel. Vice President Richard M. Nixon was dinner speaker.

Equal Access for Radio-Tv On Chesapeake Group Agenda

MEMBERS of the Chesapeake Associated Press Radio & Tv Assn. will hold a special freedom of information clinic Friday at the Hotel Emerson, Baltimore, David V. R. Stickle, president of the group has reported.

Equal access for radio-tv in the Maryland General Assembly will be discussed and a review of Maryland's libel laws will be held.

Speakers and panelists scheduled are: Nicholas Basso, news director of WSAZ-AM-TV Huntington, W. Va., and chairman of the Freedom of Information Committee for the national Radio-Tv News Directors Assn.; Tom White, WBAL-AM-TV Baltimore news director; Charles Roeder, WCBM Baltimore news director; Robert B. Cochrane, WMAR-TV Baltimore program director; Karl Steinmann, owner, WCUM Cumberland, Md., and Lou Corbin, news director of WFBR Baltimore.

Council of Catholic Men Unifies Radio-Tv Operations

THE NEED for greater unification and coordination has led the National Council of Catholic Men to combine their various radio-tv-film activities into one department, Martin Work, NCCM executive director has announced.

Richard J. Walsh, NCCM's tv director, will head the new department. Mr. Walsh will be assisted by John B. Mannion, formerly assistant director of tv.

The council produces three tv series, two weekly radio programs, and a variety of other mass communications matter.

Oregon Broadcasters Assn. Elects Mount as President

JAMES A. MOUNT, general manager of KGW Portland, is new president of the Oregon State Broadcasters Assn. He succeeds Paul E. Walden, KODL The Dalles.

Other officers elected at the association's annual meeting at Eugene were Dave Hoss, KSLM Salem, as vice president, and Carl Fisher, KUGN Eugene, as secretary-treasurer. New directors are Irwin Adams, KGON Oregon City, and Ray Johnson, KMED Medford.

Kiley Heads TvB Committee

WILLIAM F. KILEY, vice president and general manager, Consolidated Television & Radio Broadcasters Inc. (WFBM-TV Indianapolis, WOOD-TV Grand Rapids and WTCN-TV Minneapolis), is the new chairman of Television Bureau of Advertising's membership committee for the midwest area.

Mr. Kiley's acceptance of the midwest chairmanship, which includes Kentucky, Michigan, Wisconsin, Illinois, Indiana, Ohio and West Virginia, with a TvB station membership of 37, was announced last week by Norman E. (Pete) Cash, TvB's vice president. Mr. Kiley, whose committee comprises Robert Lemon, WTTV (TV) Indianapolis and Bernard Barth, WNDU-TV South Bend, Ind., succeeds John T. Murphy, Crosley Broadcasting Corp.

(Continues from page 46)

DECKINGER DECRIES RATING FALLACIES

Biow Co. research vice president and chairman of ARF's Ratings Review Committee says present measurement systems don't give radio square deal. Rating of single spot doesn't matter, it's effectiveness of whole campaign that counts, he tells convention.

RADIO is being shortchanged by today's audience rating methods, Dr. E. L. Deckinger, research vice president of the Biow Co. and chairman of the Advertising Research Foundation's Radio-Television Ratings Review Committee, told Thursday's Radio Day meeting of the convention.

"Radio has changed in the way it sells and should sell. Radio measurements must keep pace," he declared. But because radio is everywhere, it is not being fully measured, Dr. Deckinger pointed out. "No matter how you measure radio, there's always at least one set, somewhere, that is not being measured at all." But that is no reason for not measuring what can be measured, he declared. Research has established that "far and away the greater part of radio exposure is in-the-home" and this is measurable.

DR. DECKINGER

The second major change in radio is that "the level of exposure today to any one radio station at any one instant is very low," Dr. Deckinger continued. "It's simply too small to be measured today at any one instant."

Next, radio listening today is more of an individual activity and much less of a family affair than it used to be, he stated. And people tend to take radio for granted and to listen casually. Finally, he said today's tendency to use radio mostly for music, news and sports has given radio an anonymity that makes it hard to remember on which station we heard "The Poor People of Paris" or the latest news about the Grace Kelly wedding.

With these changes in the way people listen to radio have come changes in its use by advertisers, Dr. Deckinger stated. When radio was producing 30 ratings, you could sell merchandise at a profit with one spot a week, but you can't do that with today's ones and twos and threes.

The advertiser no longer cares to know or needs to know the rating of any one spot. The question now is: "what am I getting out of my saturation package as a whole?" The answer, Dr. Deckinger stated, has four dimensions: Gross coverage per week, measured as the sum of all the rating points of all the spots in the market; net coverage per week in terms of the number of homes reached at least once; coverage frequency of contact per home reached, a measure of velocity or repetition of the advertising; the average size of audience for each broadcast message, the one-time rating.

keep one eye on **KELP** in El Paso...

KELP has a fabulous 48.9% share of EL PASO'S all-day audience (C. E. Hooper, Inc., Monday through Friday report for February-March, 1956). KELP is far ahead in every time period in PULSE, too ... another sample of **NOEMAC** know-how.

KELP . . . EL PASO
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO*
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
KLIF . . . DALLAS

NOEMAC (N M) **STATIONS**
MUSIC NEWS

*FCC APPROVAL OF TRANSFER PENDING

ELECT
7
to carry your campaign

in Los Angeles...
More people vote for
KABC-TV*
(from noon-to-six)
than any other station

reach more of the
'daytime electorate'...
(the sales-important housewives)
...in the nation's
NO. 1
RETAIL MARKET

...get on the straight
Sales Ticket of
7
CHANNEL KABC-TV
*ARB, March '56

Represented by
Edward Petry
& Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Daytime Power Boost Request To Be Brought to Congress

DECISION to take before the Senate and House Small Business Committees its appeal for a power increase from 250 w to 1 kw was made last Monday by the Community Broadcasters Assn., meeting during the NARTB convention.

The organization will seek to be included in the scheduled hearings on daytime broadcasting, feeling that if the congressional groups are willing to study requests for fixed minimum hours for the daytimers they also should hear the power increase proposal. The CBA also will request the FCC to examine the whole am broadcast picture.

Monday's meeting was attended by representations of 209 of the 211 member stations; 47 states were represented.

Officers and directors of the association were re-elected at the meeting. They are: president, F. E. (Dutch) Lackey, WHOP Hopkinsville, Ky.; vice president, Robert T. Mason, WMRN Marion, Ohio, and secretary-treasurer, John R. Henzel, WHDL Olean, N. Y.

Personnel Training Discussed At Chicago Meeting of APBE

COLLEGES and universities participating in the joint industry-educational Assn. for Professional Broadcasting Education met Monday at Chicago to work out means of developing trained personnel for professional broadcasting.

NARTB President Harold E. Fellows expressed his association's interest in cooperating with the educators' training program for radio-television personnel. Charles H. Tower, NARTB manager of employer-employe relations, emphasized the need for personnel having a background in liberal arts. Ben Park, NBC director of public affairs, discussed the need for college-trained television workers.

Dr. Sydney Head, U. of Miami, was re-elected APBE president. Lee Ruwitch, WTVJ (TV) Miami, was elected vice president and Prof. R. Russell Porter, U. of Denver, was re-elected secretary-treasurer.

NARTB Seeks Uniform Time, Revised FCC Program Forms

RESOLUTIONS looking toward greater adherence to the NARTB Radio Code, for uniform time system and joint effort for revision of certain FCC program forms were adopted by the association's voting members at a business meeting following the NARTB management luncheon Thursday.

NARTB President Harold E. Fellows reported he has been told by broadcasters that the 34th annual convention was the biggest and best of any held previously and he lauded them for their participation at the business meeting.

Among other resolutions passed was one paying tribute to C. E. (Bee) Arney Jr., retiring NARTB secretary-treasurer, after 16 years service. It paid tribute to Mr. Arney, who was hospitalized Thursday with an asthmatic attack, for "long, faithful and efficient service" to broadcasters and NARTB. Mr. Fellows presented a plaque in recognition and appreciation of his service and in Mr. Arney's absence, a tape-recording of Mr. Fellows' speech and the broadcasters' ovation was made.

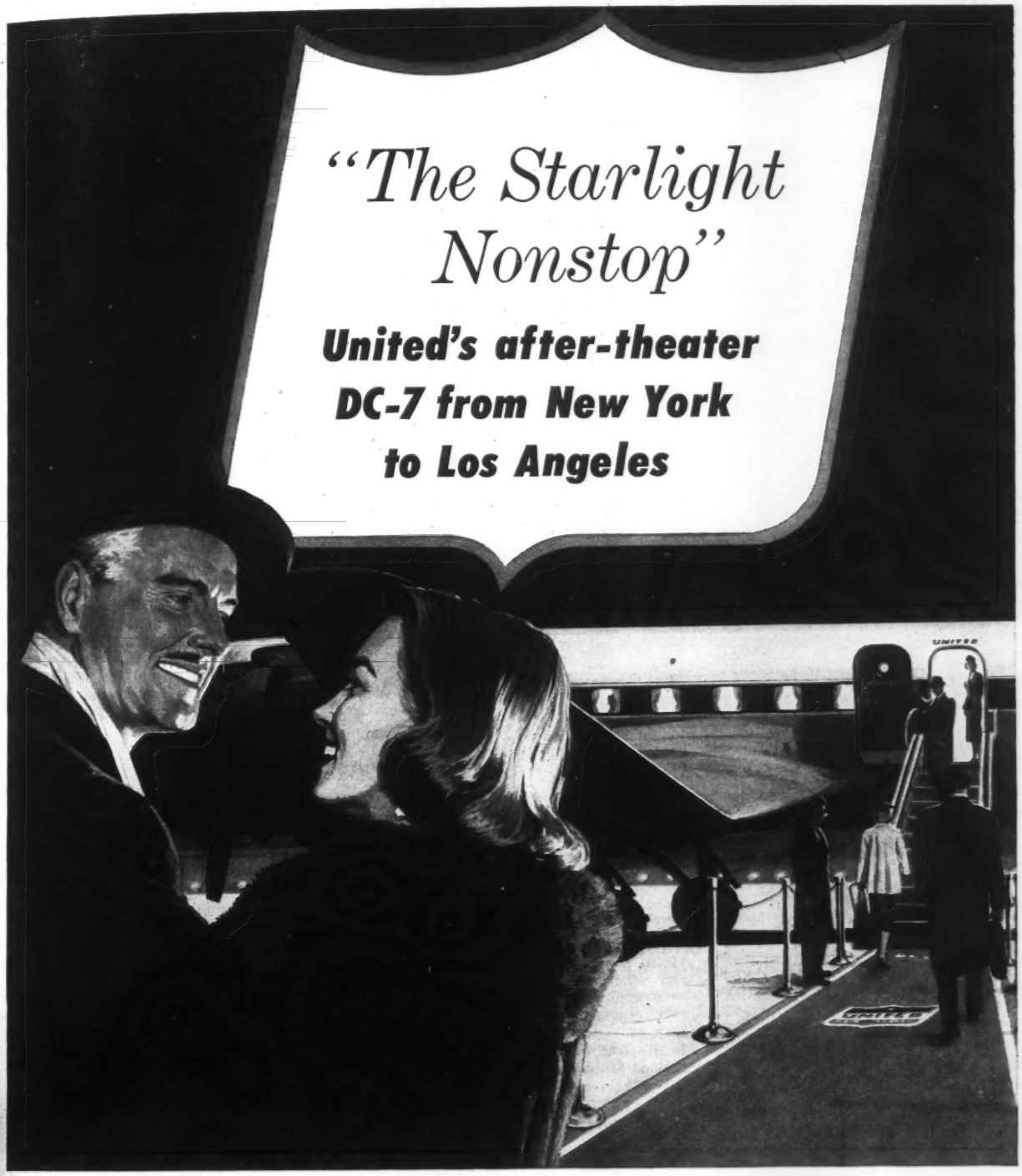
One NARTB resolution took note of the changing nature of the broadcasting industry and unrevised program type classifications, log analyses and definitions in FCC forms. It urged that NARTB work with the FCC for "proper revision" of the forms.

NARTB's Radio Standards of Practice Committee was commended for progress on the Radio Code and the Radio Board was urged to make a "prompt and thorough" study of means to make it more effective.

Also adopted was the principle of uniform time systems in time zones and continued support of efforts to promote uniform observances was recommended.

Other resolutions pledged continued support of public service projects; urged state broadcaster association efforts for state-wide programs for the Crusade for Freedom and Radio Free Europe; thanked all panel members for participating and FCC Chairman George McConnaughey and commissioners for attending the convention; endorsed the Voice of Democracy contest and recommended 100% participation of all stations and high schools, and thanked E. K. Hartenbower, KCMO Kansas City, and Campbell Arnoux, WTAR-TV Norfolk, Va., for their work as convention committee co-chairmen.

FIRST annual meeting of the Assn. for Professional Broadcasting Education was held Monday at the NARTB convention. Taking part were (l to r), seated: Lee Ruwitch, WTVJ (TV) Miami; Herbert L. Krueger, WTAG Worcester, Mass.; Fred Garrigus, NARTB executive secretary; Marcella Schuyler, NARTB secretary to the board; Dr. Sydney Head, U. of Miami, APBE president; Rex Howell, KFXJ-AM-TV Grand Junction, Colo., APBE vice president: standing, Dr. Robert L. Crawford, Michigan State U.; Lester Lindow, WFDF Flint, Mich.; Leo Martin, Boston U.; Dr. Kenneth Harwood, U. of Southern California, and Robert J. McAndrews, KBIG Hollywood, Calif.



Now you can enjoy a leisurely theater-evening in New York and be in Los Angeles early the next morning via United's DC-7s—world's fastest airliners.

Fastest by over 1 hour—you leave New York at the convenient after-theater hour of 12:30 a.m. and enjoy the only overnight "all First Class" nonstop flight.

You arrive in Los Angeles at 6:15 a.m. rested and ready for the full day ahead.

UNITED AIR LINES

Call your nearest United ticket office or call an authorized travel agent

MBS UNVEILS SALES PLAN IN CHICAGO

Network departure allows national advertisers free use of MBS facilities to move program to MBS affiliates for local sale by sponsor's dealers and distributors. New affiliate contract calls for less network option time, other compensations.

NEW CONCEPTS as well as a new contract were laid before Mutual affiliates last week by officials of the network.

In one of its most revolutionary departures, Mutual said it will launch immediately a new service whereby national advertisers may use Mutual's network facilities—without charge—to move their own programs to MBS affiliates for local sale of the advertiser's dealers and distributors.

Officials described this new service as akin to that of providing distribution of open-end transcriptions such as national advertisers often supply to their dealers for local sponsorship. They said the advertiser may furnish his own program or ask Mutual to put one together for him. The amount of network time that will be devoted to transmission of such programs, they indicated, will depend to a considerable extent on the plan's acceptance by potential users.

The service, called the "Mutual Dealer Plan" and operated as a function of the network's sales department, will be headed by Steve Mudge, former Mutual salesman more recently associated with D'Arcy Adv.

Highlights of "Mutual Dealer Plan" were disclosed at an April 15 meeting of MBS executives with some 200 affiliate officials gathered in Chicago for the NARTB convention. Other new procedures spelled out at the meeting:

• A new affiliation contract reducing network option time but asking affiliates to "preclear" and carry without compensation some 16 hours of network programming a week in return for about 15 hours of programs which will be furnished free to the stations for local sales [B•T, April 16].

• Use of the soundtracks of theatrical motion pictures as a program source. Under current plans, soundtracks of movies—edited, and with narrative bridges—would be presented as *Mutual Movie Theatre* five mornings a week (Mon.-Fri., 10:30-11:30 a.m.) and would also provide a 55-minute western show on Saturday mornings. Officials said they already were assured of such rights to a sizeable number of top-rated movies of recent years and that the group did not, as yet, include any movies owned by RKO-Teleradio Pictures, with which Mutual is affiliated in ownership.

The new affiliation contract, focal subject of the meeting, "will be our only contract on Nov. 1," officials told the affiliates. This means, they explained later, that stations which refuse to sign the new contract will in effect be disaffiliating with the network. It is similar in basic format to one proposed by Mutual three years ago but shelved at that time by affiliate opposition [B•T, July 6, 1953, *et seq.*]. The old plan has been modified, however, and the first reaction of affiliates appeared favorable. Network officials said they were confident it would be accepted by the stations individually.

"If this were the first contract ever offered by a network, every station would be beating down our doors to get it," Station Relations Director Robert Carpenter told the affiliates. He said the current contract form, stemming from radio's early days, is "obsolete" and that the new plan was developed by Mutual in consultation with the Mutual Affiliates Advisory Committee after polling some 100 stations on what they preferred in the way of service from the network.

An air of optimism marked the talks by Mutual Executive Vice President John B. Poor and other network officials at the meeting. "We're in radio to stay," Mr. Poor asserted. "We're going places . . . we hope you're going with us." He indicated, however, that the network's role as a moneymaker is secondary to that of Mutual's owned stations. "We are not trying to make money out of the network *per se*," he declared.

Sales Vice President Harry Trenner noted a recent upsurge in advertiser interest in network radio. He told the affiliates that Mutual had just made "the biggest time sale in network radio in the last five years"—45 minutes a day, five days a week. He did not identify the sponsor, but it was reported later to be McKesson & Robbins, for a "Bob and Ray" series.

Mr. Trenner cited Philip Morris' dropping of *I Love Lucy*, American Tobacco Co.'s going off the Robert Montgomery show, and Colgate-Palmolive Co's dropping of *Colgate Comedy Hour* as indications that high-priced tv programs may be successes but do not always remain "good business investments for their original sponsors." Big advertisers will continue to put money into television, he continued, "but it'll be the kind of money they can live with, and some of their money is coming into radio."

The new MBS affiliate contract cuts network option time from nine hours a day at present to an average of five. Of the 35 weekly option hours provided in the new contract, the following would be "pre-cleared" by affiliates and carried without payment from the network: from 10:30 a.m. to 12:15 p.m. and from 7:30 to 8:30 p.m., Monday through Fridays; from 11 a.m. to 12 noon on Saturdays, and from 5 to 7 p.m. on Sundays.

Officials pointed out that affiliates already pre-clear certain periods—that pre-clearance has contributed largely to the success of Mutual's evening "multi-message plan" programs, for example.

While affiliates will not be compensated for carrying programs in the pre-cleared periods, they will receive compensation for all other commercial programs coming within option time. This will be at the customary rate, officials said, although the clock-hour basis will be substituted for the unit-hour system. This provision for compensation represents a major departure from the 1953 plan, which anticipated that all payments would be in the form of free programs, not money.

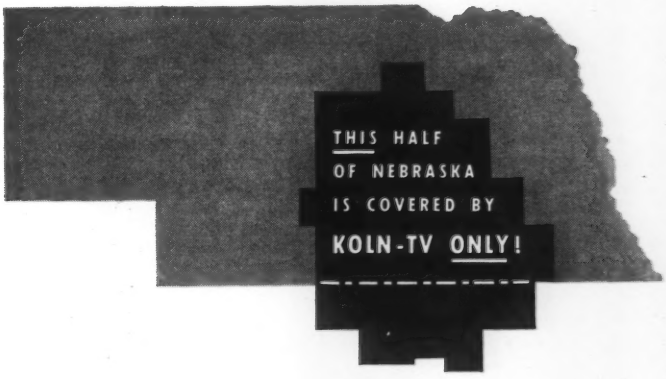
Robert Hurleigh, Mutual newscaster, sketched the programs which, under present plans, will be supplied free to affiliates. These include the Fulton Lewis Jr. news show, long-time widely sold co-op program, and a number of other news commentary (not spot news) shows including Mr. Hurleigh's, *Titus Moody*, Edwin C. Hill's *Human Side of the News*, and *Washington Newsreel*, plus the *Bess Myerson Show*, *Story Time*, *City Editor*, *Big City*, and *True Detective*, and, for an hour on Saturday nights (10-11 p.m.), *Renfro Valley Barn Dance*.

These free programs may be carried by af-

TAKEN during the Mutual Broadcasting System's Affiliates meeting last Sunday: Matt Bonebrake, KOCY, Oklahoma City; John Fulton, WQXI, Atlanta, Ga.; Ray Butterfield, WLOX, Biloxi, Miss., and Robert Carpenter, Director of Station Relations for MBS. (Butterfield is also a member of the Mutual Affiliates Advisory Committee.)

ALSO at MBS session: J. W. Betts, WFTM, Maysville, Ky., chairman of the Mutual Affiliates Advisory Committee; Charles King, eastern manager of station relations for Mutual; Mather Payne, WRGA, Rome, Ga.; R. A. Starr, WRGA, Rome, Ga.; Ed Mullinax, WLAG, LaGrange, Ga.; and Harry Trenner, MBS vice president in charge of sales.

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



42-COUNTY
LINCOLN-LAND AREA TELEPULSE
Share of Audience — September, 1955

	KOLN-TV	"B"	"C"	"D"
MONDAY THRU FRIDAY:				
1:00 — 6:00 p.m.	50	21	13	11*
6:00 — 11:00 p.m.	53	18	14	11*
SATURDAY:				
1:00 — 6:00 p.m.	52	15	15	8
6:00 — 11:00 p.m.	50	13	15	17
SUNDAY:				
1:00 — 6:00 p.m.	34*	36	13	16*
6:00 — 11:00 p.m.	35	22	14	23

*Does not broadcast for complete period and the share of audience is unadjusted for this situation.

KOLN-TV covers Lincoln-Land — 200,000 families, *125,000 of them unduplicated by any Omaha TV station!*

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This 42-county market is farther removed from Omaha than Hartford is from Providence . . . or Syracuse from Rochester.

September, 1955, Telepulse figures prove that KOLN-TV gets 194.4% more nighttime viewers than the next station—138.1% more afternoon viewers!

Avery-Knodel has all the facts on KOLN-TV—the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

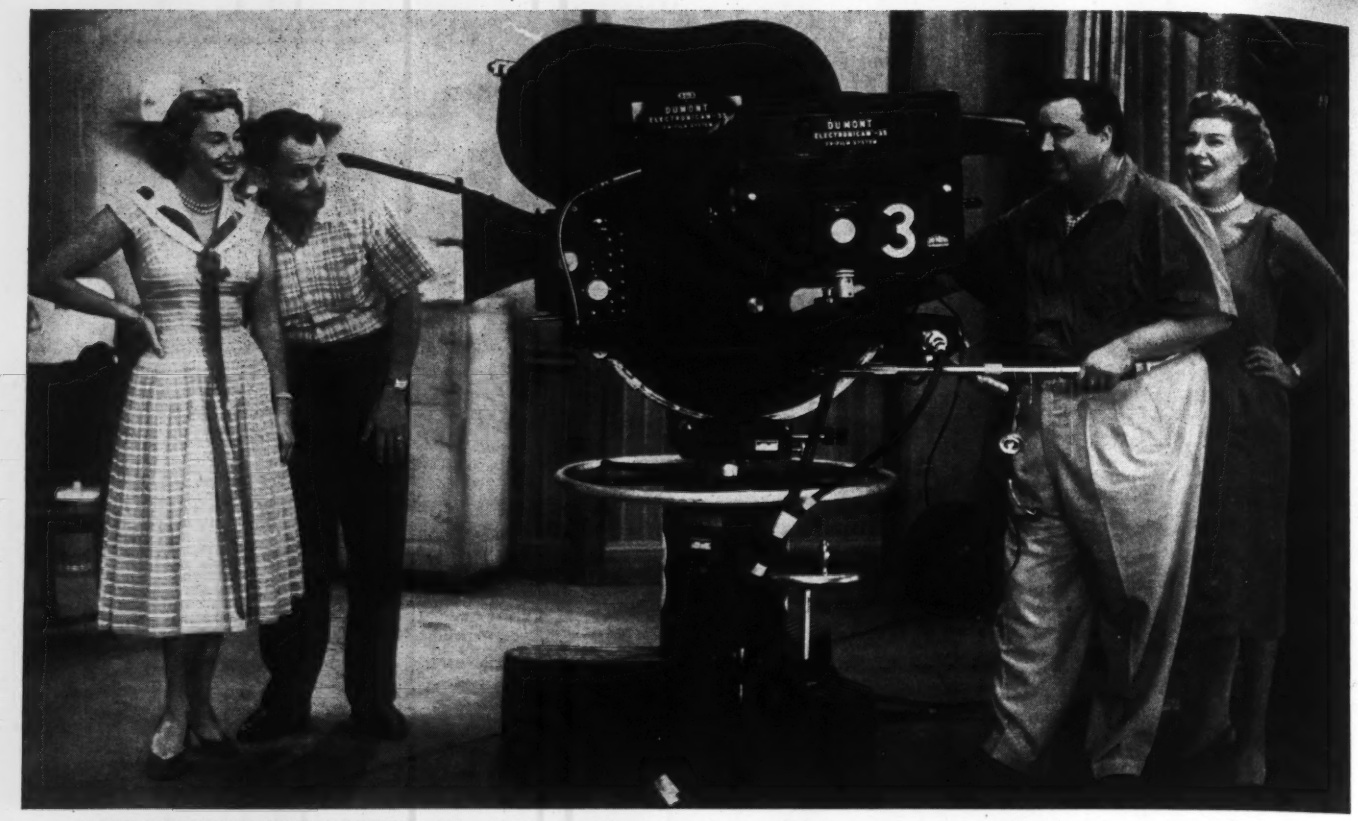
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS



JACKIE GLEASON'S "HONEYMOONERS" is filmed by Du Mont Electronicam System which incorporates an especially designed and adapted 35mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

NEW ELECTRONICAM REDUCES SHOOTING TIME

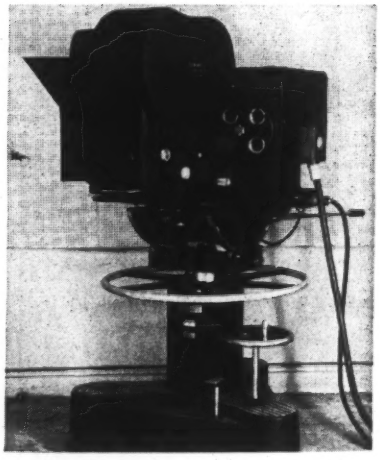
Du Mont's Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

The 35mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.



Du Mont Electronicam pick-up; Mitchell 35mm film camera on left, TV camera on right.

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**

Scene from "The Honeymooners" shows Jackie Gleason and Art Carney on set before three pick-up units of Electronicam System. Each pick-up unit has both TV camera and specially designed Mitchell film camera.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

filiates at the times they are fed by the network, or may be recorded for use later.

In the "pre-cleared" periods, Mr. Hurleigh said, Mutual plans to carry such programs as the *Mutual Movie Theatre* based on motion picture soundtracks; Walter Winchell, Bob Considine newscasts, Harry Wismer sports news, *Frank Singhiser and The News, Queen for a Day, Bob & Ray*, Gabriel Heatter newscasts, *Eddie Fisher and Coke Time, Les Paul & Mary Ford, Captain Horatio Hornblower, Gangbusters*, and, on successive evening each week *Scarlet Pimpernel, Official Detective, Counterspy*, and other features.

In addition, Mr. Hurleigh noted, Mutual will have the World Series again this year, a *Baseball Game of the Day*, and Notre Dame football games among other special events.

Although not specified in the contract, the network plans to shorten its broadcast day by opening up at 10 a.m. instead of 9, Monday through Saturday, and closing each evening at midnight instead of 12:45 a.m. Sunday opening will remain at 9 a.m., with midnight closing.

For bonus stations, which currently carry commercial programs in option time without compensation, the monthly service charge will be increased by $25 because of the free programming being provided.

Basic Charges: A Summation

Mutual summed up its views on the new contract as follows in a summary of "basic changes" distributed to affiliates at the meeting:

". . . The new contract represents the new concept of what a radio network means to and can do for the affiliated station. It is a contract that embodies the changes that are necessary to maintain a harmonious network-affiliate relationship during this new era of broadcasting. The contract was approved by and on the suggestion of the Mutual Affiliates Advisory Committee and is fully representative of suggestions from Mutual affiliates from coast to coast.

"It provides for less time under option so that the station has a more flexible means of programming on the local level.

"It provides for compensation in the form of pay hours and programs so that the value of a Mutual contract is greater than ever before.

"It means that the Mutual Network has a greater competitive position. . . .

"It means that programs long necessary to bolster ratings and increase local and national sales are to be programmed by the network.

"It is a contract that gives to the affiliated stations a greater share in the prosperity of the network than any other yet devised for this new era of broadcasting.

"It is the stepping stone for making your station a prosperous member of what is the basis of the new Mutual—the network that can become the No. 1 radio voice nationally and locally."

Clear Channel Group Elects

ALL OFFICERS and executive committee members of Clear Channel Broadcasting Service were re-elected for another year at the group's annual meeting held Monday in Chicago. All 14 member stations were represented. CCBS heard a report from Reed T. Rollo, counsel, and discussed problems concerning their interests, including the current drive of daytime broadcasters to extend their hours of operation.

Those re-elected were: *officers*, Hollis M. Seavey, director; Edwin W. Craig, WSM Nashville, chairman; Harold Hough, WBAP Fort Worth, treasurer; Mr. Rollo, counsel; Bernice Hase, secretary; *executive committee*, Mr. Craig, Victor A. Sholis, WHAS Louisville; Mr. Hough; James Shouse, WLW Cincinnati, Ohio, and William Fay WHAM Rochester, N. Y.

15 Tv Outlets Discuss Programming Problems

REPRESENTATIVES of 15 stations with special interests in programming, sales, film and other topics met informally in Chicago last week concurrent with the NARTB convention.

Invitations were tendered by Frank Schreiber, vice president and general manager of WGN Inc., with WGN-TV playing host to visiting telecasters. Discussions centered on live and film programming, network option hours, network ratings, film costs and news operations.

The stations—comprising largely independents and some ABC-TV network affiliates—were reportedly asked to throw more vigorous support behind film properties. Also suggested was the formation of a special committee on audience measurement services in a move to correct certain "distortion factors" with respect to weeks selected for television ratings, it was understood.

Independents seemed to be agreed they suffered a Saturday morning programming problem and were hesitant on news coverage operations, although examples were cited during the meeting of successful news programming. The basis of programming discussions revolved around daytime shows for ABC-TV affiliates and both daytime and evening programming of independents, particularly in multi-station markets. Television news remotes, including reciprocal arrangements between station and advertiser on costs, and systems of parttime correspondents, were explored.

A meeting of management, program and sales executives was held at a breakfast session in the Sheraton-Blackstone Hotel Tuesday.

Among stations represented at the meeting—the majority from three and four-station markets—were, including WGN-TV: WITI-TV Milwaukee; KMBC-TV Kansas City; KAKE-TV Wichita; KEYD-TV Minneapolis; KTVR (TV) Denver; WEWS (TV) Cleveland; WOR-TV New York; WCPO-TV Cincinnati; WLWT (TV) Cincinnati; WFIL-TV Philadelphia; KHJ-TV and KTTV (TV) Los Angeles; KOVR (TV) Stockton, Calif., and WLWA (TV) Atlanta.

Representing WGN-TV, with Mr. Schreiber, were Ted Weber, sales manager; Jay Faraghan, program manager, and Ben Berentson, WGN-TV New York sales office representative.

'Channel One Club' Elects Wayne Coy to Membership

WAYNE COY, president-general manager of KOB-AM-TV Albuquerque, N. M., last week was elected to membership in the "Channel One Club" at its annual meeting in Chicago during the NARTB convention. Mr. Coy, former FCC chairman, did not attend the Chicago sessions because of illness. He is recovering from an emergency appendectomy and has been ill for several months.

The "Channel One Club," organized five years ago to perpetuate for posterity the identity of ch. 1, which became non-existent as a result of assignment for non-broadcasting purposes, has the following members: George E. Sterling, former FCC commissioner, president; T. A. M. Craven, former commissioner (now reported being considered for a new appointment to that agency) [CLOSED CIRCUIT, April 16], vice president and engineering adviser; Neville Miller, former NARTB president, general counsel; Charles R. Denny, NBC vice president and former FCC chairman; E. K. Jett, vice president-general manager of WMAR-TV Baltimore, and former FCC member, and Sol Taishoff, editor and publisher of B•T. Gladys Hall, B•T staff, was named to the ladies' auxiliary.

In the Shreveport Area

KTBS•TV

CHANNEL 3

LEADS!

According to February, 1956 ARB Shreveport Area Rating Survey.

MORNING!

55% —of the viewing audience watches Channel 3 from sign-on time at 10 A.M. to 12 noon.

AFTERNOON!

82% —of the weekday afternoon audience prefers Channel 3—leading in 49 out of 60 quarter-hours from 1 P.M. to 4 P.M. Saturdays KTBS-TV accumulates a total of 322 rating points compared to 254 for Station B.

NIGHT!

72% —of the nighttime NBC Audience in the Shreveport area watch KTBS-TV 7 days a week.

- 200,000 TV SETS
- MAXIMUM POWER
- 1153-FT. TOWER

KTBS•TV

CHANNEL 3

SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by

Edward Petry & Co., Inc.

CONVENTION KEYNOTER KINTNER URGES INDUSTRY TO DISPEL 'HUCKSTER' MYTH

First two steps should be a true study of tv's effects on children and factual research on audience reaction to commercials and programs, ABC president tells delegates.

IT'S TIME for broadcasters to start smashing the "huckster" myth and at the same time clean up any misuse of radio and tv, Robert E. Kintner, ABC president, told the NARTB Chicago convention Tuesday. Mr. Kintner was keynote speaker and received the fourth annual NARTB keynote award from President Harold E. Fellows.

Two steps looking toward improved service were suggested by Mr. Kintner. He advocated an impartial, definitive study to show the reaction of children to late afternoon and early evening tv programs and a motivational research project to show reaction of listeners and viewers to both programming and commercials.

In opening his speech he suggested that perhaps his "old associate and great advocate of network broadcasting," Dick Moore (KTTV [TV] Los Angeles), or Dean Barrow of the FCC broadcast investigation staff, might appropriately have received the award. Mr. Moore has attracted wide attention by his criticism of network operations.

Mr. Kintner recalled some of the recent attacks on the broadcast media, breaking them down into three groups. He asked, "Are we hucksters? Are we monopolists? Are we worthy of the public trust of administering and handling our media?" He listed broadcast circulation as 47 million homes and 33 million cars with radios; 35 million homes with tv; average American apparently spending about eight hours a day, according to Nielsen, either viewing television on listening to radio.

A public information campaign is needed, he said, to erase the "concept of phoniness, meanness and slipperiness" that goes with application of the term "hucksters" to broadcasters. "I'm proud to be a salesman," he said, asking: "Are Bill Paley and Frank Stanton 'hucksters' when they have been instrumental in developing some of the most popular programs, some of the best research, some of the best methods of selling in our business? Are Gen. Sarnoff, Frank Folsom, Pat Weaver and Bob Sarnoff 'hucksters' when they are responsible for important electronic developments and for new types of program presentation? Is Tom O'Neill a 'huckster' when he tries to combine the dynamic forces of motion picture film with the television business?"

Broadcasters Have Taste

Another myth that he feels should be met head-on is the charge that American broadcasters are tasteless, serving "the lowest common denominator." At that point he listed some of the radio-tv contributions to the arts and the educational and artistic programming of the media.

Mr. Kintner suggested broadcasters experiment much more with new faces and new forms of entertainment. He said news in television "has barely scratched the surface" but reminded that "our task remains difficult" until congressional committees and the legal profession "are prepared to accept modern communication as a way of life." He added that the surface has barely been scratched in portraying religion, art and music to the public.

"As franchise holders, we have the moral responsibility of both individual and industry self-regulation," he said. "Otherwise we face the not remote prospect that we may become public utilities, with the control not only of rates but actually of programming passing to government agencies." But he cautioned broadcasters not to "bow to the whim of this pressure group or that pressure group in censorship."

KEYNOTER Robert E. Kintner (l), president of ABC, is congratulated on his award by NARTB President Harold E. Fellows at the general session officially opening the Chicago convention last Tuesday morning.

As to the monopoly charge, Mr. Kintner said radio and tv have monopoly problems because franchises are limited by the FCC. He cited antitrust charges, especially in relation to tv, and recalled the FCC's limitation of option time. He noted that few complaints on the network relationship come from tv stations. The only criticism of networks as monopolists is made either by stations unable to get network facilities or program sellers "whose product has not been bought by networks." "I've never heard a station complain about being forced into network affiliation," he said, adding, "sometimes the critics of the so-called network control confuse their inability to produce good programs with the unwillingness of the network and the advertiser to buy them."

More Understanding Needed

Greater understanding of the network position among advertisers, agencies, station operators and independent producers is needed, he insisted, tracing antagonism to the scarcity of network time and calling it "the price of a growing, dynamic business." This creates a responsibility on the part of networks and stations to explain more fully their policies to national and local advertisers, he stated. "There is no inconsistency between a station operating as a good network affiliate and as a good local station," Mr. Kintner declared.

He called for an appraisal of another phase of monopoly—the artificial government-created station scarcity in tv "which prevents the top hundred markets, where the bulk of our population lives, from having three, four or five facilities of approximately equal competitive force."

"This situation" he said, "resulting from government inaction, is not properly appraised by those who ascribe the evils of the broadcasting business to 'greedy' station operators or 'domineering' networks. The inability of the network-station relationship to function properly when it comes to monopoly and duopoly markets, with less than three comparable stations, not only prevents public freedom of choice, not only impedes growth of the medium, but also severely handicaps broadcasting as a maximum effective instrument for the public and the advertisers."

FCC should remove the present physical monopolies caused by station scarcity, Mr. Kintner said, thus permitting "a radio and tv industry of free character so that our competitive enterprise system can work efficiently." He urged NARTB, Radio Advertising Bureau, Television Bureau of Advertising and other industry groups to work together more closely.

Daytime Broadcasters Vote To Retain Present Officers

MEETING in closed session Monday, Daytime Broadcasters Assn. voted to retain the present officers and directors until new by-laws now in preparation to change DBA's organizational set-up in accordance with its expanded activities can be submitted to the membership for ratification. The session, conducted by DBA President Jack S. Younts, WEEB Southern Pines, N. C., was addressed by Frieda Hennock, DBA counsel.

The group, which now has 223 paying members, has a petition pending before the FCC requesting that rules governing daytime station operation be changed to permit them to sign on at 5 a.m. or local sunrise, whichever is earlier, and to sign off at 7 p.m. or local sunset, whichever is later. The Senate Small Business Subcommittee, which has been investigating daytime broadcasting, has announced it will not be able to start public hearings the first week in May, previously announced as the target date [B•T, April 16].

DBA officers, in addition to President Younts, are Ray Livesay, WLBH Mattoon, Ill., board chairman; Alf M. Landon, KSCB Liberal Kan., vice president; Morris Mindel, KGST, Fresno, Calif., vice president (publicity-information); George Vollard, KWOA Muscatine, Iowa, secretary, and Joe Leonard Jr., KGAF Gainesville, Tex., treasurer.

Directors are: Richard E. Adams, WKOX Framingham, Mass.; Cecil Woodland, WQAN Scranton, Pa.; E. Z. Jones, WBBB Burlington, N. C.; Joe Martin, WDSC Dillon, S. C.; Arthur Mundorff, WPIN St. Petersburg, Fla.; Ted Woods, KOSE Osceola, Ark.; Edwin Evans, WWST Wooster, Ohio; Robert Enoch, WXLW Indianapolis, Ind., and Ralph L. Weir Jr., KJCK Junction City, Kan.

Management Rights Discussed At First NARTB Labor Clinic

WAYS of protecting the right of management to operate broadcast enterprises against attempts of unions to run the business were discussed Monday afternoon at NARTB's first labor clinic, held during the Chicago convention. Leslie C. Johnson, WHBF Rock Island, Ill., presided at the session as chairman of NARTB's Employer-Employe Relations Committee. Nearly 700 delegates attended the meeting.

Principal speaker was John W. Seybold, industrial relations director of Allied Printing Employers Assn. Taking part in a panel discussion were Bert Locke, assistant director of labor relations for Associated Industries of Minneapolis; Lowell Jacobsen, NBC personnel director; Calvin J. Smith, KFAC Los Angeles; Charles West, assistant treasurer of *Peoria Star-Journal* and WTVH (TV); Charles H. Tower, NARTB employer-employe relations manager, and Mr. Seybold, James Hulbert and Harold Ross, of Mr. Tower's department.

Topics discussed in a panel on wage bargaining included wage problems in bargaining, fees, rate differential based on size of business, ways

of presenting wage arguments, extension of wage boosts to non-contract employes, multiple rate ranges in single contract and group bargaining for wage rates within a given market.

City-wide and multiple-employer bargaining included conditions necessary to such bargaining, ways of conducting negotiations and types of bargaining.

The problem of management rights stirred lively discussion, going into legitimate areas of exclusive control, sharing of control with labor, variations among different industries and sizes of establishment, and the desirability of a management right clause.

FORMAL BYLAWS VOTED BY CBS-TV AFFILIATES

Action taken at association's second general conference, held in Chicago, formalizes existing organization. Chairman C. Howard Lane, other board members to continue in office until elections next year.

FORMAL bylaws for the CBS-TV Affiliates association were voted unanimously by station executives at the second general conference of CBS-TV Affiliates and network management in Chicago April 13-14 [B•T, April 16].

The action, formalizing an existing organization, was taken at a closed session of the affiliates alone. Chairman C. Howard Lane, KOIN-TV Portland, Ore., and other members of the present board of directors were elected last year for a two-year term and will continue in office until first elections under the new bylaws are held next year.

Purposes of the association are spelled out in the bylaws as being "to promote the health and strength of network tv broadcasting, and particularly the tv network broadcasting of tv stations affiliated by primary contract with CBS Inc., in the CBS-TV network, to the end that network tv broadcasting shall best serve the public, to promote and preserve good network telecasting practices."

The bylaws provide that any primary affiliate of CBS-TV—except stations owned and/or controlled by CBS—is eligible for membership in CBS-TV affiliates. Eleven districts are set up, consisting of nine regional districts for regular affiliates, and two other districts—one for the West and one for the East—for Extended Market Plan affiliates.

Each district elects one board member. After staggering has been established in the first election, all directors will be elected for three-year terms. Nominations and balloting for board memberships will be conducted by mail, the voting to be completed by May 31 each year. The board elects its own officers, for one-year terms. A dues system may be set up by the board "when such action becomes desirable."

Present board members, in addition to Chairman Lane, are Richard A. Borel, WBNS-TV Columbus, Ohio; William B. Quarton, WMT-TV Cedar Rapids, Iowa; T. B. Lanford, WJTV (TV) Jackson, Miss.; F. E. Busby, WTVY (TV) Dothan, Ala.; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., James Russell, KKTV (TV) Colorado Springs, Colo.; Bruce McConnell, WISH-TV Indianapolis; Clyde Rembert, KRLD-TV Dallas; Rex Howell, KXFJ-TV Grand Junction, Colo., and Paul Adanti, WHEN-TV Syracuse.

Approximately 300 executives of CBS-TV and its affiliates attended the two-day conference and heard network reports and plans from key CBS and CBS-TV officials. In another action, the affiliates in their closed session also went on record with a resolution requesting a chance to appear before the Senate Commerce Committee to answer charges leveled by Richard A. Moore, of KTTV (TV) Los Angeles, against option-time and other fundamental practices of networks [see separate story this issue].

Technical Briefs Offered At 'Color Television Day'

ENGINEERS were briefed on various facets of color tv at the opening "Color Television Day" technical sessions of the NARTB convention Monday.

Network, station and manufacturing executives had other comments of interest to color tv and would-be color broadcasters beyond the delivery of their technical papers. Topics ranged the field of systems planning, studio lighting installation and adjustment of color receivers, and techniques of color film reproduction.

Some excerpts follow:

Chester A. Rackey, audi-video engineering director, and Donald Castle, manager of audi-video engineering group, NBC—". . . many of our technical fears in anticipation of color have failed to materialize. Those of you who face the job of converting an existing monochrome station system to color will find that if the original plant was designed to do a creditable job in monochrome, your so-called problems

Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

All DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity from early Spring to late Fall!

Save up to 15%

By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.

Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

You Can Make A Mint In Flint On

WKMF

FLINT, MICHIGAN

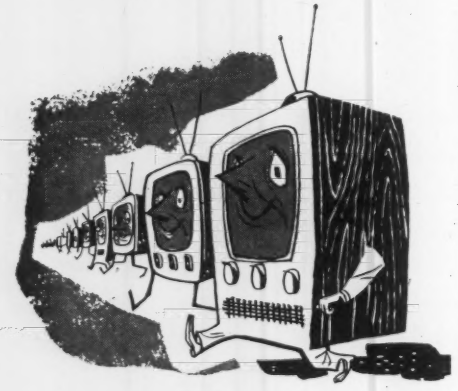
Fred A. Knorr, President

Eldon Garner, Managing Director

KNORR Broadcasting Corporation

NOW... More than

300,000 SETS



in the

WFLA-TV SALES AREA

WFLA-TV delivers unduplicated NBC live programming in its 100-mile radius, plus strong local programs packed with showmanship.

WFLA-TV gets your message into an area with 301,900* television homes---and where retail sales surged to more than a billion and a quarter dollars last year.

Call your BLAIR-TV man for top rated availabilities in . . .

FLORIDA'S 2nd MARKET

wfla-tv channel 8 NBC
TAMPA-ST PETERSBURG
NBC Basic INTERCONNECTED

*Telepluse, Nov.-Dec., 1955
National Representative—BLAIR-TV Inc.

will be reasonably normal engineering problems. . . ."

Edward Tong, tv studio supervisor, WDSU-AM-FM-TV New Orleans — "Although your pickup and transmission system may limit what you can do color-wise, don't let this in any way stop your desire to experiment . . . lighting for color is an art as well as a science and is as wide as the human mind makes it. . . ."

E. R. Klingeman, manager of field service engineering group, RCA Service Co.—"Production rates are estimated at 200,000 or more color television receivers for 1956 and the number sold and installed will depend in large measure on the color programs available. . . ."

Dr. William L. Everitt, dean of Engineering College, U. of Illinois—"If the human voice were to be recorded at its natural speed, it could be shortened or condensed by 20% without noticeable distortion by cutting out, in equally spaced intervals, segments of tape. Expansion of time of delivery also can be accommodated 20% without distortion."

Andrew F. Inglis, manager of studio systems engineering, RCA—"The broadcaster can achieve very important advantages by providing for complete integration of color and monochrome signals. . . ."

FM GROUP BEING SET UP OUTSIDE NARTB

Fm delegates in Chicago plan association that can further own aims where NARTB is unable to represent it in conflicts with am and tv portions of broadcast industry.

A NEW association to represent fm broadcasters in matters which conflict with am and tv portions of the industry was proposed and unanimously adopted by delegates to the fm radio session last Monday at the NARTB convention.

Resolution proposing the new organization, to be known as Fm Broadcasters, was read by Ben Strouse of WWDC-FM Washington, former chairman of the NARTB Fm Committee. The text reads:

"Whereas fm broadcasting has progressed to a point where it is now rendering an important service in several hundred communities throughout the United States, and

"Whereas, fm stations have invested many millions of dollars which would be jeopardized or lost by any change in the existing structure of allocations, and

"Whereas, the NARTB is unable to represent the interests of one segment of the broadcasting industry in any conflict with other broadcast interests.

"Now, therefore, be it resolved that there be formed an organization to be known as Fm Broadcasters, which will act as the representative of the fm industry in any matters before the FCC or Congress where the fm interests may be jeopardized under circumstances which would prevent NARTB from effectively acting on its behalf, and be it further resolved that a committee of five broadcasters be selected to act as the organizing committee for this purpose."

The committee of five will be composed of Merrill Lindsay, WSOY-AM-FM Decatur, Ill., president; Ed Wheeler, WEAW-AM-FM Evanston, Ill., vice president; Mr. Strouse, secretary; Gardner Green, president of Browning Labs, hi-fi manufacturers, Boston, treasurer, and Calvin J. Smith, KFAC-AM-FM Los Angeles. Leonard Marks of Cohn & Marks, law firm, Washington, D. C., will be counsel for the organization.

Forty-five fm delegates signed as charter members of the association last week. In addition to support from commercial fm stations, the educational fms, through the National Assn. of Educational Broadcasting, will add their weight to the movement.

Each member of fm broadcasters will contribute $100 to group activities, with an immediate goal set at $10,000. There will be no paid officers or formal offices for the group, although a Washington, D. C., public relations firm will be retained to promote the fm cause.

Dual purpose of the association, along with fighting any encroachment on the fm band, will be to encourage greater use of the band by am and other broadcasters to discourage any such encroachment.

Earlier, in remarks welcoming the fm delegates, NARTB President Harold E. Fellows had said that other services' demands for part of the fm spectrum constituted the greatest threat to that media. His admonition that NARTB would be unable to act in behalf of fm in cases involving other broadcast interests was echoed in the resolution. He said that the association "cannot be effective and at the same time devisive."

Ed Wheeler, WEAW-FM Evanston, Ill., presided over the session. He is director-at-large for fm stations and a member of the NARTB Fm Committee.

First speaker at the Monday morning session, first on the management conference agenda, was Dr. Frank E. Schooley, director of broadcasting at the U. of Illinois (WILL-FM Urbana). He, too, warned the delegates to preserve the opportunities they now have by making full use of the medium, and said that competing interests might otherwise attempt to secure part of the fm spectrum. Speaking in behalf of the National Assn. of Educational Broadcasters, of which he is president, he said that association would fight to preserve its system as now constituted.

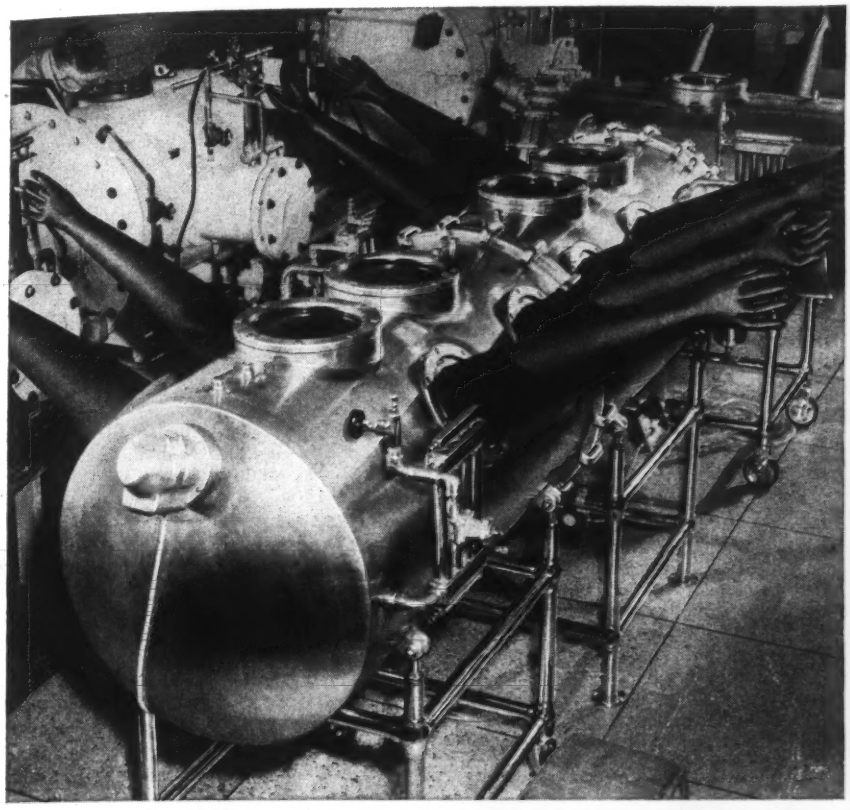
The advantages of fm as a supplement to daytime only am operation were outlined by George J. Volger, KWPC-AM-FM Muscatine, Iowa, who with two other fm broadcasters discussed "What Our Fm Facilities Mean to Us." Merrill Lindsay, WSOY-AM-FM Decatur, Ill., noted that his fm operation accounted for 40% of the stations' income. Calvin J. Smith, KFAC-AM-FM Los Angeles, who duplicates programming on both am and fm, said that his stations get far more public reaction from trouble on the fm side than on the am.

George A. Heinemann, WMAQ-FM Chicago, demonstrated a system of "stereophonic sound" developed by that station. Latest developments in multiplexing were covered by Ross Beville, WWDC-FM Washington; Sam Gersh, WFMF (FM) Chicago; Walton N. Hershfield, Harkins & Hershfield Mfg. Co., Phoenix, Ariz., and William S. Halstead, Multiplex Development Corp., New York.

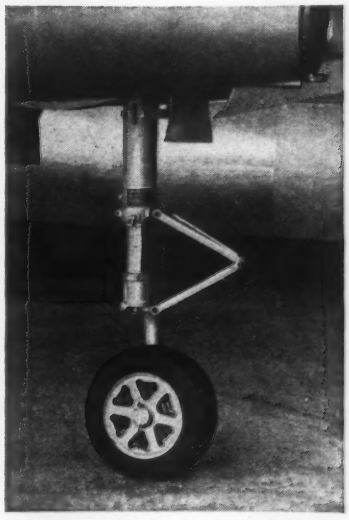
NBC Affiliates Name Lindow

LESTER W. LINDOW, vice president and general manager of WFDF Flint, Mich., last week was elected vice chairman of the NBC Radio Affiliates Committee. The committee took the action at an otherwise routine meeting connected with the NARTB convention in Chicago.

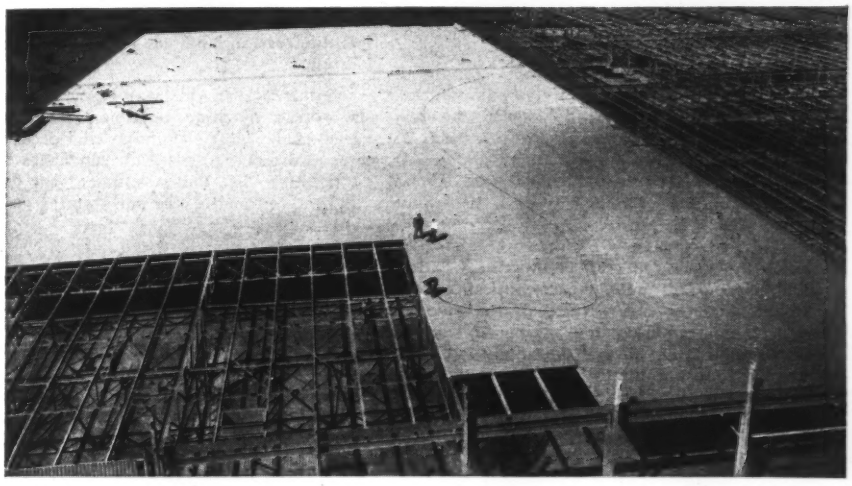
Only STEEL can do so many jobs so well



Germ-free Animals. At the Lobund Institute of the University of Notre Dame, these Stainless Steel germ-free units hold animals that lead a germ-free life. The animals are handled with the large gloves shown, and valuable experiments can be run on creatures who eat only sterilized food, and breathe sterile air. The Stainless Steel tanks are smooth and easy to clean, and they will not corrode.



Withstands 100 Falling Tons. The Air Force B-47 Stratojet weighs 100 tons. When the plane touches down onto a runway, it needs the toughest, strongest landing gear that money can buy. The outer cylinder of each outrigger strut is made from USS Shelby Seamless Tubing. There are no welds. Each tube is pierced from a solid billet of fine steel. Only *steel* can do so many jobs so well.



200,000 Square Feet of Roof! The roof for this huge factory is made from steel roof deck welded to the roof purlins. The small crew shown in the picture can install over 8,000 square feet in a day. The welded construction protects against wind, bomb blast or earthquakes.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-1028

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

SHREVEPORT'S
HIGHEST RATED
TV NEWS & WEATHER
are on
KSLA-TV

DON OWEN, KSLA-TV News Director

AL BOLTON, KSLA-TV Weatherman at the weather board.

6:00 PM NEWS AND WEATHER
KSLA-TV 30.9
Station B 9.4

10:30 PM NEWS AND WEATHER
KSLA-TV 14.6
Station B 6.4

Based on ARB Survey on television viewing — week of March 8-14.

- Full time local film photographer
- Full time local reporter
- A. P. Wire Service
- Direct wire to U. S. Weather Bureau
- Proven audience acceptance

Full Power Basic CBS-TV

See your Raymer man for full details.

KSLA 12 CHANNEL

FIRST IN SHREVEPORT, LOUISIANA

McCONNAUGHEY SEEKS MORE UHF RESEARCH

Sees need for private industry to underwrite technical crash-program so all 82 tv channels will be available to public. Chairman says true potentialities of uhf are unknown.

FCC CHAIRMAN George C. McConnaughey called on the radio-tv industry to underwrite a crash research-program on uhf. He held out the hope that "in a short time" a simple, all-channel tv receiver might be developed which would narrow the gap between vhf and uhf. He also called for work on uhf transmitters.

The FCC chairman made this suggestion at the Tuesday luncheon meeting at the NARTB convention in Chicago.

In a reference to the economics of tv, Mr. McConnaughey intimated that the FCC may alter its present policies "to permit the development and expansion of television in accord with natural economic laws." This was taken to imply that some form of more relaxed allocations might be in the works.

Education for Congressmen

Mr. McConnaughey tagged current congressional investigations of the FCC and elements of the broadcasting industry as indicative of "dissatisfaction among certain segments of the industry" rather than among the people in general. However, he said, congressional investigations in the main are good; they educate congressmen on the problems of the FCC and the broadcasters.

Mr. McConnaughey said the Commission is concerned that 10% of the population is still without tv service, and that just a little over 100 cities have more than one local tv station in operation.

Looking forward 15 or 20 years, Mr. McConnaughey said perhaps there would be color tv in every home, "myriads" of program choice for every viewer, one or more stations in communities of 5,000 or more population, and every set an all-channel set, "with the televiewer blissfully ignorant of the difference between vhf and uhf."

The FCC chairman repeated that broadcasters should put more emphasis on public service accomplishments rather than on profits, set sales, percentage of advertising and commercial progress. "You cannot only afford such a program, but you cannot afford not to expedite it on a crash basis," he said. He made these remarks in relation to current complaints about alleged bait-and-switch advertising, loud commercials, lotteries and overcommercialization. He repeated that the government did not want to be a censor and praised NARTB for its actions in moving to determine the bases for these accusations.

Opponents Outnumber Proponents

Speaking of the current allocations plan, Mr. McConnaughey emphasized that the Commission would "prefer" to make 82 channels available to the public rather than only 12. But, he warned, interested opponents of any given plan "are far more numerous" than proponents.

The Commission will move as speedily as possible, Mr. McConnaughey said, but it "will not be stampeded into hasty, ill-advised action in a frantic attempt to ward off the barbs of critics with a tendency to desperation."

In his discussion of a research problem on uhf, Mr. McConnaughey said: "Industry could set up quickly a private, non-profit educational research development corporation which could qualify to receive tax-free education grants. All segments of the television industry, I feel sure, would want to contribute to this enterprise. There are also other foundations and educational institutions which have funds and facilities to devote to this cause . . .

"A concentrated research program in which all knowledge is pooled has never been directed to the specific subject of uhf only. A two-fold approach should be made, concentrating on both the uhf receiver and the uhf transmitter. A genuine uhf receiver could perhaps be developed with an improved detector for increased sensitivity and range and a more practical tuning device to be used with a newly-designed antenna.

"Once this development program has been completed, the Commission and the industry will have a sound technical basis for making a long-term decision on the merits of uhf."

Once this was done, Mr. McConnaughey said, "we would know the true potentialities of uhf. Let us make no mistake about that. We do not know today."

PUBLIC SERVICE DRAWS SPOTLIGHT

COMBINED boards of NARTB and The Advertising Council played host at a reception Wednesday for representatives of national organizations who have been recipients of radio-tv broadcasters' support in numerous public service projects.

The reception was the highlight of the second annual special public service exhibit sponsored by the Council, government agencies and private welfare groups. Unusual feature was the opportunity afforded NARTB conventioneers to vote on political and broadcast issues.

Set up by the American Heritage Foundation, a voting machine adjoining the Normandie Lounge (exhibit site) registered preferences of broadcasters on political candidates and the suggestion that the government pay for radio-tv time for each major party during presidential campaigns.

40% Against Govt. Pay

Final results were to be announced at the annual NARTB banquet Thursday evening, but returns Wednesday on the time question indicated 40% of those voting thought the government should not pay.

On Democratic presidential candidate predictions, the tabulations read: Adlai Stevenson, 38%; Sen. Stuart Symington (D-Mo.), 15%; Sen. Estes Kefauver (D-Tenn.), 14% and Gov. Averell Harriman of New York, 13%.

Joining in salutes to The Advertising Council, whose exhibit was arranged to pay tribute to broadcasters for their public interest support, were NARTB President Harold E. Fellows and directors, and Theodore S. Repplier, Ad Council president, and its board representatives.

Invitations were sent out by Fairfax Cone, president of Foote, Cone & Belding and Council director.

Sherman Adams, assistant to the President, also paid tribute to NARTB members "for the consistent and generous assistance that your members have given to vital government information programs during the past year."

A. Louis Oresman, President of Catalina, Inc., asks

"Can you pick the winner?"

"The bathing suit business is like a beauty contest. You never can tell in advance which models are going to win!

"This year, for example, we designed more than 400 different suits. Those that catch on in the stores get a flood of rush orders! They push our production facilities to the utmost. And that, in turn, puts the pressure on shipping and delivery.

"But even though our manufacturing is done in the Los Angeles area, we never have delivery problems anywhere in the 48 states! They're all solved for us by Air Express! And Air Express has never failed us!

"Using Air Express regularly, we can fill rush orders anywhere in the country in a matter of hours. And in the highly competitive fashion business, that's important!

"And yet, most of our shipments cost less than any other air service. 10 lbs., for instance, Los Angeles to Dallas, is $5.70. It's the lowest-priced complete air service by 81¢!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

BOTH SIDES SPEAK ON FILM PROBLEMS DURING NARTB MANAGEMENT MEETING

Common problems of tv stations, producers and syndicators discussed by four industry spokesmen during film session forum. Question and answer session eliminated because of lack of time.

PROGRAM standards, prices, and other common problems of station operators and the producers and syndicators of film programs were appraised by executives on both sides of the fence at a film session in last Wednesday morning's management conference at the NARTB convention.

Harold P. See, KRON-TV San Francisco, chairman of the NARTB Tv Film Committee; George T. Shupert, president of ABC Film Syndication Inc.; Joe Floyd, KELO-TV Sioux Falls, S. D., and Michael M. Sillerman, executive vice president of Television Programs of America, formed the panel for a 45-minute forum. Shortage of time forced cancellation of a scheduled question-and-answer session.

Although the "final responsibility" for programming lies with the broadcaster, Mr. See asserted, the time is "long overdue" for film suppliers to recognize their own obligations in providing films that meet good programming standards. He urged film producers and syndicators to organize into trade associations through which uniform cooperation toward compliance with standards of decency and good taste may be assured. Compliance cannot be expected to be achieved on an industry-wide basis through individual negotiations, he contended.

Mr. See noted a decrease in the amount of objectionable material found in syndicated tv film shows in recent years. He found objectionable sequences more apt to occur in the feature film category but said they usually can be more easily edited out, because often considerable amount of footage has to be removed in any event to fit standard program lengths. In any case, he pointed out, objectionable material must be deleted no matter how hard it is to do so.

Asks Supplier Responsibility

So long as broadcasters have this responsibility; so long as suppliers won't form their own trade associations and accept their share of the responsibility, and so long as some companies won't clean up their product, Mr. See asserted, "I don't think we should consider them as allied members of our fraternity and we should let them know it."

Mr. Shupert assured the conference that "we syndicators are aware of our responsibility" and argued that all syndicators should not be blamed because a few are unreliable.

He warned that it may be impossible to continue to offer top-quality first-run films on a spot basis unless the syndicator's "main problem"—that of getting "enough out of each market to allow him to operate profitably"—can be solved. He outlined factors involved in making up a "rate card" for films and suggested the following as ways in which stations "can help us to operate more economically in your territory":

(1) "Be careful whom you buy film from . . . some syndicators are price cutters and traders —but all of us aren't—so select your film sources wisely." Unethical practices should be reported to the offending salesman's home office, he said.

(2) "Pay your bills promptly," thus avoiding tying up money that the syndicator could be putting into new programs.

(3) "Take care of prints and return them promptly."

(4) "If you contract for only one run of a film, don't play it more than once." Otherwise the syndicator may have to make unanticipated re-run payments to talent.

(5) "Make full use of the syndicator's knowledge of his film product in presenting a program to your clients."

Mr. Floyd concentrated largely on film pricing. Actually, he said, syndicators charge whatever the traffic will bear. There is no minimum charge and no maximum, he claimed.

In terms of quality programming, he maintained, there is no difference between the needs of stations in small or medium markets and those in large markets, but, he stressed, those in small and medium markets necessarily must be able to get it (film) for less than what is charged in top markets.

Mr. Sillerman, who parenthetically took exception to Mr. Floyd's claim that there is "no minimum" charge for films, cited figures to show that film now provides more than half of the tv programming in the U. S., and said that the percentage will get higher and the product better. Hollywood's major effort today is in film production for television, he asserted, noting that Hollywood in 1955 turned out 500 hours of theatrical films as compared to almost 2,000 hours of tv programming.

He cited studies of station logs for one week in five "typical" markets to demonstrate the volume of film programming. In Los Angeles, a seven-station market, he said film shows accounted for 63.6% (254¾ hours a week) of all programming between 5 p.m. and sign-off; in Phoenix (four stations), 70% of 162 hours; in Atlanta (three stations), 60% of 112¾ hours; in Omaha (two stations), 51.2% of 70¼ hours, and in Altoona, Pa. (one station), 58.2% of 35½ hours.

Film is an important factor in network as well as station programming, Mr. Sillerman continued. He pointed out that since the start of the current tv season there have at no time been fewer than six film programs in the Nielsen "Top 10."

New Directors Elected to NARTB Tv Board

SEVEN new directors were elected to the NARTB Tv Board at balloting conducted at the Monday business meeting of NARTB's television members, held in Chicago.

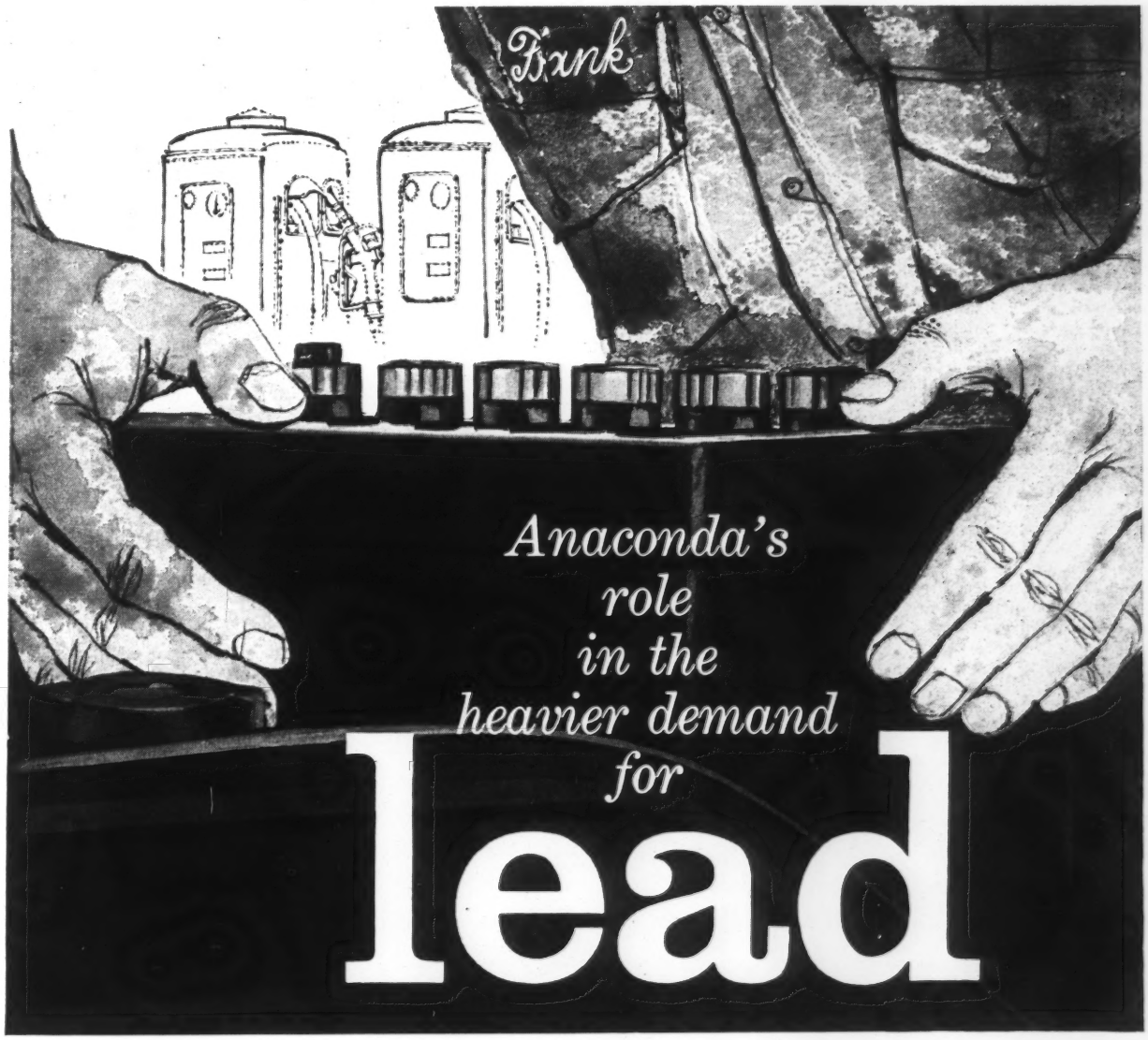
Elected to the board were James D. Russell, president-general manager of KKTV (TV) Colorado Springs, Colo., representing stations other than tv-only outlets; Joseph E. Baudino, Westinghouse Broadcasting Co., (re-elected); W. D. Rogers Jr., KDUB-TV Lubbock, Texas (re-elected); John E. Fetzer head of the Fetzer Stations; Payson Hall, director of radio-tv for Meredith Publishing Co.; Howard Lane, general manager, KOIN-TV Portland, Ore., and Harold P. See, general manager of KRON-TV San Francisco.

Outgoing board chairman was Clair R. McCollough, Steinman Stations, with Campbell Arnoux, WTAR-TV Norfolk, Va., the vice president, continuing on the board until 1957. Terms of directors began April 20 and end at the 1958 convention.

Judge Justin Miller, former president and board chairman and now NARTB consultant, presided over the elections. Counting election ballots were William H. Rines, WCSH-TV Portland, Me.; Stanley Hubbard, KSTP-TV St. Paul; Harry M. Bitner Jr., WFBM-TV Indianapolis; Robert D. Swezey, WDSU-TV New Orleans; A. James Ebel, KOLN-TV Lincoln, Neb., and Mrs. Hugh McClung, KJSL-TV Chico, Calif.

Nominees for tv-only stations were Joe Drilling, KJEO-TV Fresno, Calif.; James D. Russell, KKTV (TV) Colorado Springs, and Harold P. See, KRON-TV San Francisco. Mr. Russell won this three-way candidacy. Nominees for the six other posts, besides the winners, were Jack Harris, KPRC-TV Houston; Clyde W. Rembert, KRLD-TV Dallas; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Hulbert Taft Jr., WBIR-TV Knoxville, Tenn.; Mr. Drilling.

THESE SEVEN directors were elected to NARTB Tv Board last Monday (front row, l to r): Howard Lane, KOIN-TV Portland, Ore.; W. D. (Dub) Rogers, KDUB-TV Lubbock, Texas; Joseph E. Baudino, Westinghouse Broadcasting Stations. Back row, James D. Russell, KKTV (TV) Colorado Springs, Colo.; Harold P. See, KRON-TV San Francisco; John E. Fetzer, Fetzer Stations, and Payson Hall, Meredith Stations.



Newer and more "dramatic" metals have lately taken the spotlight from prosaic yet versatile lead. But this heaviest of common metals is experiencing increasingly heavy demand. And lead is one of the many non-ferrous metals which Anaconda has long produced. Anaconda's lead output last year was more than 67,000,000 pounds.

Main factor in the rising demand for lead is its special importance in storage batteries, essential in the trend to motorization on land and sea throughout the world. Other ever-growing uses for lead are in high-octane gasoline and the solders increasingly needed in the automotive and the electrical fields.

High construction activity also calls for more lead for paints, porcelain enamels and for sheathing power cables. A newer and rapidly growing use is in nuclear energy generation and radiation products demanding lead shielding or protective glass with up to 60% lead content. For all these applications and many more, lead is the preferred metal.

To keep pace with this growing demand, Anaconda is continuing to develop its lead resources and metallurgical research, along with its broadening activity in copper, aluminum, zinc, uranium oxide, a large number of by-product non-ferrous metals and fabricated mill products.

56283 A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
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Anaconda Sales Company
International Smelting and Refining Company

DELEGATES VIEW LATEST IN EQUIPMENT

Ampex video tape recorder permitting immediate playback of hour show and automatic radio-tv programming devices highlight new technical developments.

INNOVATIONS in broadcast equipment, bridging refinements for greater ease and economy of standard monochrome tv operation with new color television developments, caught the attention and fancy of delegates to the 34th annual NARTB convention-exposition last week.

Station operators and engineers viewed with much interest latest electronic marvels spread over 35,000 square feet of exhibition hall in the Conrad Hilton Hotel. Thirty-one companies maintained heavy equipment exhibits.

Ease-of-automation devices rivaled appeal-of-color tv products in the exhibit sponsored annually by NARTB associate members. Simplicity of operation keynoted many items.

NARTB delegates seemed most impressed, judging by corridor comments and offhand impressions, with automatic radio-tv programming devices, an extension lens system for projecting (reproducing) live commercials, remote control units tailored for one-man operation, and black-and-white film developments for color kinescope recording.

Among highlights of the exposition was Ampex Corp's new video tape unit for recording and reproducing a full-hour tv program for immediate playback. CBS has ordered three units for August delivery and fall programming utilization, the prototypes having been unveiled to CBS-TV affiliates immediately preceding the convention [B•T, April 16]. Ampex last week reported numerous other sales of the revolutionary recorder [see separate story].

A small miniaturized magnetic receiver, called the "Audipage" and weighing only an ounce, was shown by Philco Corp., along with low-power tv studio film systems for better picture quality and microwave relay systems. A small magnetic receiver shaped like a cigarettee lighter will be used by ABC radio and tv networks for political convention coverage this summer (see separate story).

Among other exhibitors were Harwald Co., with its new Splice-o-film automatic splicer; Standard Electronics Corp., with 25 kw and 50 kw transmitters; Sarkes Tarzian Inc., with new refinements in its automatic slide projector for pre-program planning, and other equipment.

Other Exhibits

Another intriguing display was that of General Electric Co.'s looking toward the "push-button" age for tv outlets. GE introduced equipment with accent on automatic control operations for split-second programming, earmarked for early production.

Highlight of the GE display was an automatic program control device that functions with punched tape or cards. It automatically programs films, slides network and audio—all that is required in 24-hour am, fm or tv station operation. The equipment line also includes color-gain amplifier, enabling more consistent color transmission; amplifying device for adjusting audio broadcasts and a 2,000-mc microwave relay system looking toward more immediate on-the-air broadcasts.

The 60-ft. punched tape used with GE's automatic program controller can be utilized to stop and start up to seven pieces of studio equipment normally consigned for continuous programming or station breaks. Tape moves at the rate of three inches per half hour.

RCA's extension lens system is part of its 3-V color film camera system and shows faithful reproduction of color in products demonstrated in local live commercials. It's described as a combination of a live commercial pickup with film cameras, without much advance stage-setting and other advance preparation. Other color equipment includes a projector with use of a periscope.

RCA also displayed a filter which converts its 3-Vidicon film camera system for use with 35mm Eastman lenticular film. Black-and-white film may be utilized to record and project color pictures, cutting down the processing time for color kinescope recording and saving up to $1,200 per hour. Also shown were two new radio transmitters and other items [B•T, April 9].

Remote control unit was shown by Kay-Lab, with emphasis on one-man operation of both audio and video and low-cost, low-power functions. KSHO-TV Las Vegas, Nev., has purchased a unit for use as a 24-hour station, with fulltime commercial operation slated to start this past weekend after a week of test patterns. Unit also has been purchased by KUAM-TV Guam. Complete line includes Vidicon camera, with oper-

WLEX-TV LEADS THE FIELD IN CENTRAL KENTUCKY!

Latest Pulse Survey Reveals . . .

WLEX-TV Ahead In 164 Out of 165 ¼ Hours!

According to The Pulse, Inc. survey conducted in central Kentucky February 19 through 25, 1956, WLEX-TV is ahead in viewing audience (usually two to three times more than the next contender) in 164 of the 165 average weekly quarter hours surveyed daily between 6:00 and 12:00 P. M. Three 11:45 to 12:00 P. M. periods, when WLEX-TV was not televising, were eliminated. The clearest picture in the area . . . by far . . . teamed with outstanding programming gets the job done in this 34-county market with over 150,000 families and over 600 million dollars spendable income!

Here in Bluegrass, U. S. A., we say it makes good horse sense to put your advertising dollars where you can expect the highest returns!

WLEX-TV LEXINGTON, KENTUCKY NBC ABC CBS

Represented Nationally by the Bolling Company, Inc.
In the deep South by Dora-Clayton Agency

Earl L. Boyles
Vice Pres. & Gen. Mgr.

ator being able to pan or tilt camera and operate three-lens turret.

Color was emphasized in exhibits by a number of major manufacturers, including a new monitor devised by General Radio Co. for both color and monochrome and claimed to combine functions of two monitors; an improved 3-Vidicon color film chain made by General Precision Lab for studio pickup of full-color motion picture film and slides for commercial use; "Vitascan" live color pickup system and color multiscanner packages by Allen B. DuMont Labs (complete color-pac facilities for film, slides and live, and monitoring-switching are being offered for $59,415).

Gates Radio Co. concentrated on its new 5 kw am transmitter, transistorized remote amplifiers (light-weigth, self-contained units), although it has been working for months on new console unit developments in automatic programming.

In addition to its automatic programmer device, General Electric Co. featured a new compact 2,000 mc microwave relay system for tv broadcasters designed for program-point-of-origin operation, either remote or studio.

Equipment for low-power tv station and satellite operation was shown by such firms as Adler Electronics Inc. and Dage Television Div. of Thompson Products Co., with latter also displaying a new Vidicon studio camera and stressing Vidicon closed circuit tv cameras for use in educational, banking and other fields.

Numerous other broadcast equipment products [B•T, April 9] also were shown in the exhibition hall, with light equipment and program services open for inspection on the fifth and sixth floors of the Hilton Hotel.

Colorcasting Charges Discussed at Meeting

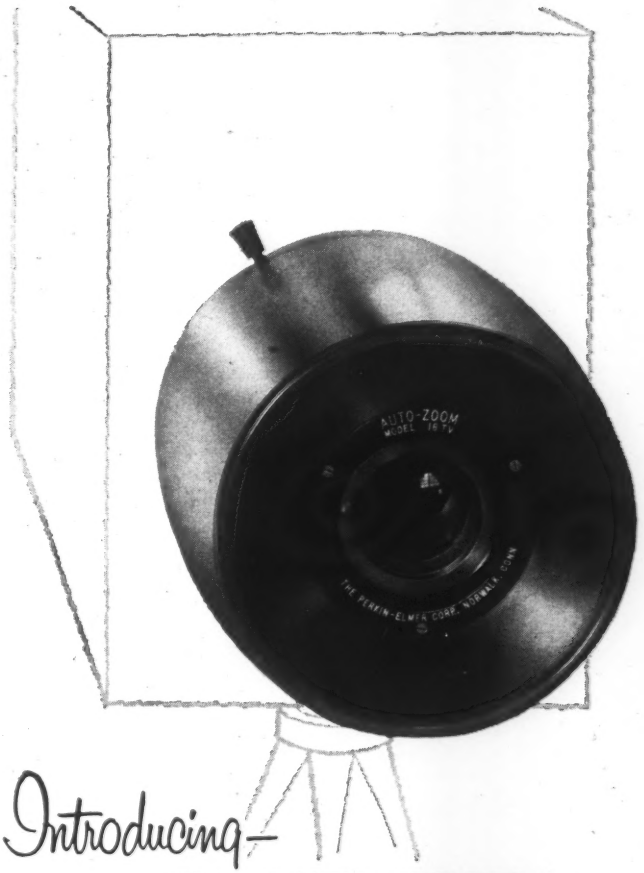
COMPLETELY DIVERGENT views on when telecasters should increase their time charges for colorcasts were expressed at Wednesday morning's NARTB tv management session.

Harold Hough, director of WBAP-TV Fort Worth, Tex., which has been broadcasting eight or nine hours a week of color programming for the past two years, voiced a philosophy of "circulation first, then rate increases," suggesting that when a color set saturation of perhaps 10% has been achieved it will be time to think about making a charge for it.

"You can't give it away now and charge for it later," Robert D. Swezey, executive vice president of WDSU-TV New Orleans, said in disagreement. WDSU-TV, he reported, is adding 10% to its time charges, 50% to studio charges and all out-of-pocket costs in billing clients whose shows go on in color, although at present there are only a few hundred color sets in the New Orleans area. Said Mr. Swezey: "If color is done right—as it should be done—it will be worth the increased rates as improved service without wating for increased circulation, although in time we'll get that, too."

Discussing cost of operating with color, Mr. Hough said that the additional tube cost is the major item, running about $1700 a month. Much of the life of the color tubes, which he said had averaged 689 hours at his station, is devoted to warmup time, which takes 90 minutes, against 15 minutes to warm up a black-and-white tube.

Speaking on the personnel demands of color, Jules Herbuveaux, NBC vice president and general manager of WNBQ (TV) Chicago, which had just begun broadcasting all of its local studio programs in color (see story this issue), said that one technician was added to each crew



Introducing—

The AUTO-ZOOM lens . . . for Vidicon TV Cameras

- **5 to 1 Variable Focal Length (10 to 1 with a simple lens change).**
- **Completely motorized. Zoom, focus and iris remotely controlled.**
- **Fills Vidicon format. No vignetting as with standard 16mm movie lens.**

The AUTO-ZOOM TV16 is a high resolution, 5 to 1 variable focal length lens for use with Vidicon TV cameras. Its remote control, motor-driven focus and zoom permit smooth, steady tracking with sharp focus throughout the entire range. The AUTO-ZOOM lens system is fully corrected and suitable for color television work.

One Camera Does The Work Of Two — A single stationary TV camera equipped with the new AUTO-ZOOM lens can go from wide angle distance shot to telephoto close-up—smoothly, quickly, automatically . . . without loss of focus or change of lens. With AUTO-ZOOM, one camera provides the near-far coverage normally supplied by two cameras with conventional lenses.

Coupled with the new high quality Vidicon type cameras now coming on the market, the AUTO-ZOOM greatly extends the usefulness of low-cost industrial and broadcast TV equipment. The AUTO-ZOOM TV16 is a product of Perkin-Elmer, world leader in optical and electronic instrument research and development.

Ask your camera manufacturer for further information or write Perkin-Elmer for a descriptive brochure.

The AUTO-ZOOM TV16 mounts easily on any standard Vidicon television camera

Specifications

Focal Length: 5 to 1 ratio. 30mm to 150mm, standard. 60mm to 300mm with optional accessory lens.

Aperture: Maximum opening f/2.7 from 30mm to 80mm focal length. Decreases to f/4.7 at 150mm. Aperture is automatically held constant throughout range at any opening f/4.7 or smaller. Minimum opening f/11.

Resolution: Better than 500 TV lines.

Field Size: Covers the full field of the Vidicon without vignetting at the corners.

Object distance: Six feet to infinity.

Perkin-Elmer CORPORATION

NORWALK, CONNECTICUT

of engineers and a makeup man is used occasionally. Otherwise, he reported, color called for no more personnel than black-and-white. Thomas E. Howard, vice president of Jefferson Standard Broadcasting Co. and engineering head of WBTV (TV) Charlotte, N. C., said that the only extra personnel he'd found necessary for color were the maintenance men. Color requires twice as much maintenance as black-and-white, he said.

Mr. Herbuveaux said that in converting to all-color operations, WNBQ was not changing its schedule. "We have the same programs, the same audience, the same clients," he stated, adding that outside of remodeling its studios and adding color cameras, there was little extra expense involved in changing from monochrome to colorcasting. Sets are often cheaper, covered with lights instead of paint, he said.

Disputing this position, too, Mr. Swezey said WDSU-TV prefers to make an occasional splash with color than to embark on a regular schedule of colorcasting routine programs.

Fight Must Continue For Equal Rights: Daly

BROADCASTERS must wage a continuous battle to obtain their constitutional right to cover public and legal proceedings, John Daly, ABC vice president, told a Freedom of Information session of the NARTB convention last Tuesday at Chicago.

In a summary of discriminatory practices and recent progress attained by the industry in obtaining reportorial privileges, Mr. Daly warned that the Colorado Supreme Court pro-broadcast decision might prove to be a Pyrrhic victory because it is far from "a fulfillment of our inherent right to freedom of information and freedom of access." He said the decision "permits a judge to bar us where he wouldn't dream of barring newspaper reporters," and lets a witness or juror chase out radio-tv while newspaper reporters remain in the courtroom. In any case "it's a foot in the door," he observed, adding that judges appear to be "just plain distrustful of change."

Mr. Daly took sharp digs at U. S. Appellate Judge Harold R. Medina for his opposition to court coverage based on a visit to a television studio. Judge Medina found a mythical psychological barrier that would make it almost impossible to get the truth out of conflicting testimony.

After reviewing the coverage of murder trials by KWTX-TV Waco, Texas, and WKY-TV Oklahoma City, he said converts are being won but progress is slow. "Our battering on the courtroom doors is being heard," he said. "I can't say as much for Congress where the leadership turns a deaf ear to demands for fulfillment of our inherent rights. While we are barred, other news media are welcomed to House and Senate sessions. Moreover House Speaker Sam Rayburn still rules radio and tv out of so-called public hearings of congressional committees. It is alleged in some quarters that an excessively high forehead is at the root of this situation . . . It may be that congressional leaders are penalizing us for fear their members will misbehave and disgrace them. Yet they want to use us when it suits their convenience. Particularly around election time when they want, as I understand it, to keep their jobs, they're only too happy to preen for the camera and persuade the folks back home that they'll do a whale of a job for them in Washington.

"But when it comes to letting the folks back home see them perform that job—oh, no! And can't you just hear their screams of outrage if we retaliated in kind. Because they bar us from our rightful place in the chambers of Congress, what would happen if we barred them from the tv screens of the voters at election time. I predict the result would be the most furious burst of punitive legislation in history. You wouldn't need radio or television to hear their screams about censorship, their rights and the Constitution."

Mr. Daly cautioned that broadcasters must accept the responsibility that goes with coverage of public and judicial events.

ELEVENTH annual reunion of the broadcasters mission to the European theatre of Operations during World War II was held in Chicago last week during the NARTB convention. Escorting officers presented the VIP's with quasi-official promotions in simulated rank from colonel to brigadier general (l to r), seated; Don Kearney, ABC; John S. Hayes, WTOP Washington; Judge Justin Miller, former NARTB chairman; Les Lindow, WFDF Flint, Mich., and Ted Bergmann, McCann-Erickson (all escorting officers, except Judge Miller). Standing, J. Leonard Reinsch, WSB Atlanta; Robert D. Swezey, WDSU New Orleans; Joe Csida, New York syndicator; Abel Green, editor of *Variety*; Clair McCollough, WGAL Lancaster; Pa.; John S. Fetzer, WKZO Kalamazoo, Mich; Sol Taishoff, B•T publisher, and M. L. Novik, WOV New York.

De Forest Tells Pioneers He Sees Program Improvement

LEE DE FOREST, who a decade ago asked a broadcasters' convention: "What have you gentlemen done to my child?," last week told a broadcasters' gathering that he has seen "a notable improvement in the average radio program today over those of 10 years ago."

Speaking at the Radio Pioneers' annual dinner meeting, held in Chicago in conjunction with the NARTB convention, Dr. De Forest paid tribute to broadcasters for "immeasureably elevating" the musical appreciation of the average listener. His remarks were made in a speech of acceptance of a special citation given him on the 50th anniversary of his invention of the audio tube, amplifying device on which broadcasting is based.

Radio Pioneer citations were also presented to Judith Cary Waller, public affairs representative of NBC, for her "great gifts to radio and tv," and to Freeman Gosden and Charles Correll, *Amos 'n' Andy*, for their "pioneering in radio broadcasts of situation comedy."

The hall of fame award, annual posthumous award of the Pioneers, was made to Edward J. Nally, first president of RCA, as a "true pioneer who served for almost 75 years in the communications industry."

Raymond F. Guy, director of radio frequency engineering of NBC and president of the Radio Pioneers, presided at the dinner and presented the special citation to Dr. De Forest. The other awards were presented by William S. Hedges, NBC vice president in charge of integrated services, chairman of the awards committee of Radio Pioneers.

Rep. Charles A. Boyle (D-Ill.), Chicago, entered a statement in the Congressional Record Tuesday saluting Dr. De Forest.

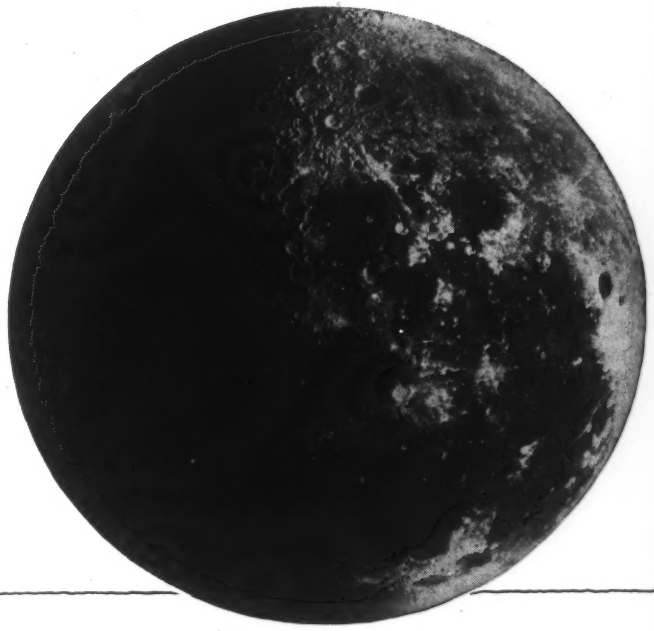
VIP Colonels Exchange Eagles for Single-Stars

MEMBERS of the 1945 broadcast mission to Europe, who held the simulated rank of colonel in the Army, received surprise promotions to brigadier general at their annual reunion in Chicago April 15, held in conjunction with the NARTB convention.

Overseas caps bearing the brigadier insignia, along with the quasi-official documents, duly inscribed, were presented to the VIP's in a colorful ceremony at the Drake Hotel. M. L. Novik, president of WOV New York, in addition to his promotion, received the "VIP of the Year" award.

Presentation of the new commissions was made by a corps of escorting officers encountered by the mission in its 1945 inspection of the European Theatre of Operations. The promotions, according to the certificate, were by order of the presidents of the four networks, and in the "broadcasting reserve of the U. S." Making the presentations were Cols. John S. Hayes, WTOP Washington, and Les Lindow, WFDF Flint, Mich.; Maj. Ted Bergmann, vice president, McCann-Erickson, and Capt. Don Kearney, vice president, ABC Television Film.

VIPER of the year award is presented to M. L. Novik, WOV New York, by John E. Fetzer, Fetzer stations president, last year's recipient.



WISHING FOR THE MOON WON'T DEVELOP SPACE TRAVEL

The forty-hour work week didn't just happen because some men said, "We don't want to work more than forty hours."

It is the harvest of a few men's genius who said, "Here are new tools for producing in forty hours as much as you used to produce in forty-five."

Technical progress is one of the contributions of management to our nation's spending power.

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EXPANDING BY $150,000,000 TODAY BECAUSE OF FAITH IN TOMORROW

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THE KOLOSSUS ROUND GULF
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GULF COAST MARKET
ALABAMA, FLORIDA
LOUISIANA &
MISSISSIPPI
Sales Management says
"Mobile—one of nation's leading
cities in retail sales—
21st highest in nation with
index of 109.2"
MAXIMUM POWER
MAXIMUM COVERAGE
Channel 5
Avery-Knodel

B•T TOURNEY WON BY HIGGINS, LINDSAY

Comr. Doerfer wins low net honors with a 61. Higgins' 79 ties for low gross, marking his fifth triumph since 1948 and third straight.

MERRILL LINDSAY, WSOY Decatur, Ill., and Joe Higgins, WTHI Terre Haute, Ind., tied for low gross honors with 79 in the 25th annual B•T golf tournament held Sunday, April 15, at Midwest Country Club in Hinsdale, Ill. FCC Comr. John C. Doerfer captured the low net prize in the blind bogey scoring, using a maximum 30 handicap to card a 61 net. B•T awarded silver loving cups to the winners.

Co-winner Higgins was first place winner in the B•T tourney in 1948, 1950, 1954 and 1955.

George Whitney, KFMB-TV, San Diego, won second low gross with an 81. Tied for third gross honors were Hugh Boice, WEMP Milwaukee; H. Needham Smith, WTRF-TV Wheeling, and Herb Grayson, WBBM Chicago. Andy Spheeris, WEMP Milwaukee, with a 62, took second low net, while John Carey, WIND Chicago; Al Schroeder, WNBQ (TV) Chicago, and James Richdale, KOTV (TV) Tulsa, tied for third with net 63's.

WINNERS of low gross and low net honors in the B•T golf tournament April 15 were (l to r), Joe Higgins, WTHI-AM-TV Terre Haute, Ind.; Merrill Lindsay, WSOY-AM-TV Decatur, Ill., and FCC Comr. John C. Doerfer. Messrs. Higgins and Lindsay tied for low gross with 79. Comr. Doerfer shot a 91 and his handicap of 30 gave him a low tourney net of 61.

Prizes for the B•T tournament were donated by Chicago stations WLS, WBBM-AM-TV, WGN-AM-TV, WCFL, WBKB (TV), WIND, WJJD, WMAQ-WNBQ. Three independent New York stations, WOV, WMCA and WMGM, also awarded prizes. The scores:

	Gross	Handicap	Net
Robert Ferguson, WTRF-TV	93	18	75
H. Needham Smith, WTRF-TV	82	12	70
William Young, Hygo-Unity	93	24	69
Robert McKee, NBC-TV Sales	103	30	73
Win Uebel, NBC-TV Sales	120	30	90
Bob Elrod, NBC-TV Sales	102	30	72
Angus Robinson, NBC-TV Sales	142	30	112
Jack Mathews	106	30	76
Frosty Blair, Katz Agency	108	30	78
Junius Zold	98	27	71
Jack McWeeny, Venard, Rintoul & McConnell	114	30	84
Marv Shapiro, CBS-TV	110	30	80
Jack Baity, J. Walter Thompson	97	30	67
Win Holden, J. Walter Thompson	105	30	75
Bob Meskill, CBS Radio Spot Sales	119	30	89
George Hamm, Leo Burnett	111	30	81
Gene Myers, CBS Radio Spot Sales	112	30	82
Lou Smith, Edward Petry Co.	85	21	64
Geo. Whitney, KFMB-TV	81	18	63
Bob Lambe, WTAR-TV	85	21	64
Jim Richdale, KOTV (TV)	84	21	63
Sterling Beeson, Headley Reed	91	27	64
Hugh Boice, WEMP	82	12	70
Andy Spheeris, WEMP	92	30	62
Bill Shaw, Headley Reed	89	18	71
W. M. Woodill, CKSO	103	30	73
Lloyd Armstrong, CKSO	105	30	75
Lou Green, Lou Green Productions	87	18	69
Earl Moreland, WMCT	107	30	77
Jack Davis, Blair Tv	92	24	68
Fitz Fitzsimonds, KFYR	100	30	70
Roger Heyden, Ideco	117	30	87
Russ Walker, John E. Pearson Co.	115	30	85
Frank Pellegrin	92	24	68
Kirby Cook, H-R Reps.	92	30	62
John Doerfer, FCC	91	30	61
Joe Higgins, WTHI	79	6	73
Jim Firmin, WMOK		no score	
Maury Long, B•T	88	15	73
Al Schroder, WMAQ	90	27	63
Grover Cobb, KVGB	95	30	65
Bob Gadbois, KAVR	117	30	87
Art Curtis, George Hollingbery Co.	97	18	77
Phil Archer, Campbell-Mithun	116	30	86
Earl Hotze, Gardner Adv.	105	30	75
John Carey, WIND	93	30	63
Allen Schroeder, CBS	100	30	70
Carl Jewett, Robert Meeker Assoc.	94	30	64
Chuck Lanphier	101	24	77
Chuck Hemrich	93	24	69
Gene Dadan, North Adv.	95	24	71
Bob Jennings, North Adv.	111	30	81
Kent Dalassandro, North Adv.	95	24	71
Earl Gallagher, Headley Reed	103	30	73
George Windegren, Int. Harv.	85	15	70
Bill Fox, KFMB-TV	112	30	82
Chuck Pratt, Edward Petry Co.	112	30	82
Don Grasse, Tatham-Laird	103	30	72
Tom Flaherty, WBBM	93	27	66
Herb Grayson, WBBM	82	9	73
Bob Riley, WMBD	86	18	68
Frank Fletcher	100	30	70
Bill Maillefert, Edward Petry	101	30	71
Art Kelly, H-R Representatives	110	30	80
Robert E. Lee, FCC	104	30	64
Dutch Lackey, WHOD	87	21	66
Merrill Lindsay, WSOY	79	6	73

	Gross	Handi-cap	Net
Howard Schellenberg	100	30	70
Lou Linger, WJJM	100	30	70
Duncan Scott	113	30	83
Harry Butcher, KIST	109	30	79
Gene DeYoung, KERO	102	30	72

VHFs Form Committee To Guard Coverage

DECISION to organize a committee of vhf stations to protect their signals from degradation and their present coverage areas from curtailment was reached Monday at an informal meeting of a group of vhf broadcasters attending the NARTB convention in Chicago.

Pending the completion of organizational plans, it was decided that membership in the new association, which has yet to be named, will be open to any operator of a vhf station now broadcasting with full authorized power or planning to do so within six months. Independent tv stations as well as network affiliates are eligible for membership.

George Storer Jr., financial vice president of Storer Broadcasting Co., was elected chairman of an eligibility committee, with Hulbert Taft Jr., president, WKRC-TV Cincinnati, and Charles Crutchfield, executive vice president and general manager, WBTV (TV) Charlotte, N. C., as the other members.

P. A. (Buddy) Sugg, manager WKY-TV Oklahoma City, was appointed temporary treasurer and head of a finance committee whose other members are J. Leonard Reinsch, executive director, Cox stations, and Donald W. Thornburgh, president and general manager, WCAU-TV Philadelphia.

Thomas E. Howard, engineering vice president, WBTV, was chosen chairman of an enginering committee whose initial assignment will be to set up plans for a nationwide study to be conducted by a to-be-named engineering firm.

Kirkland, Fleming, Green, Martin & Ellis, Washington, was named as committee counsel. Reed Rollo of that law firm presented a report of the legal situation at the initial meeting.

Organizational plans will be formulated at a meeting to be held in the near future. Date and place are unsettled but the meeting may be held this week, possibly in Washington.

Among those attending the meeting in Chicago last week were: Campbell Arnoux, WTAR-TV Norfolk, Va.; Joseph Baudino, Westinghouse Broadcasting Co., Washington; Otto P. Brandt, KING-TV Seattle; John H. DeWitt Jr., WSM-TV Nashville, Tenn.; Harold F. Gross, WJIM-TV Lansing, Mich.; Payson Hall, KCMO-TV Kansas City; Jack Harris, KPRC-TV, Houston; Harold Hough, WBAP-TV Fort Worth; Gene Kelley, KCRA-TV Sacramento, Calif.; Alfred H. Kirchofer, WBEN-TV Buffalo, N. Y.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; C. Wrede Petersmeyer, KOTV (TV) Tulsa; D. L. Provost, WBAL-TV Baltimore; J. Leonard Reinsch, WSB-TV Atlanta; Clyde W. Rembert, KRLD-TV Dallas; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Harold See, KRON-TV San Francisco; Victor A. Sholis, WHAS-TV Louisville; Henry W. Slavick, WMCT (TV) Memphis; George W. Storer Jr., Storer Broadcasting Co.; Harold Stuart, KVOO-TV Tulsa; Robert D. Swezey, WDSU-TV New Orleans; Hulbert Taft, WKRC-TV Cincinnati; Donald W. Thornburgh, WCAU-TV Philadelphia; Edwin K. Wheeler, WWJ-TV Detroit; Hoyt B. Wooten, WREC-TV Memphis, and Charles Crutchfield, WBTV (TV) Charlotte, N. C.

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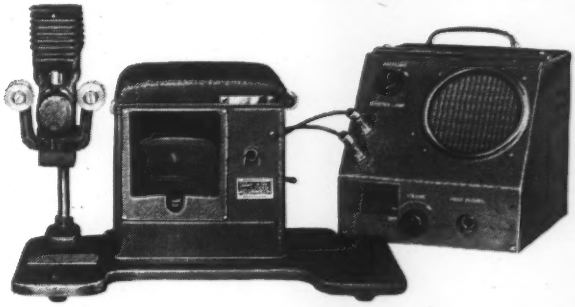

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- Edit single system Magnastripe or double system magnetic sound!
- Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track!
- Works from left to right or right to left!
- Optical Model, $195.00
- Magnetic Model, $185.00

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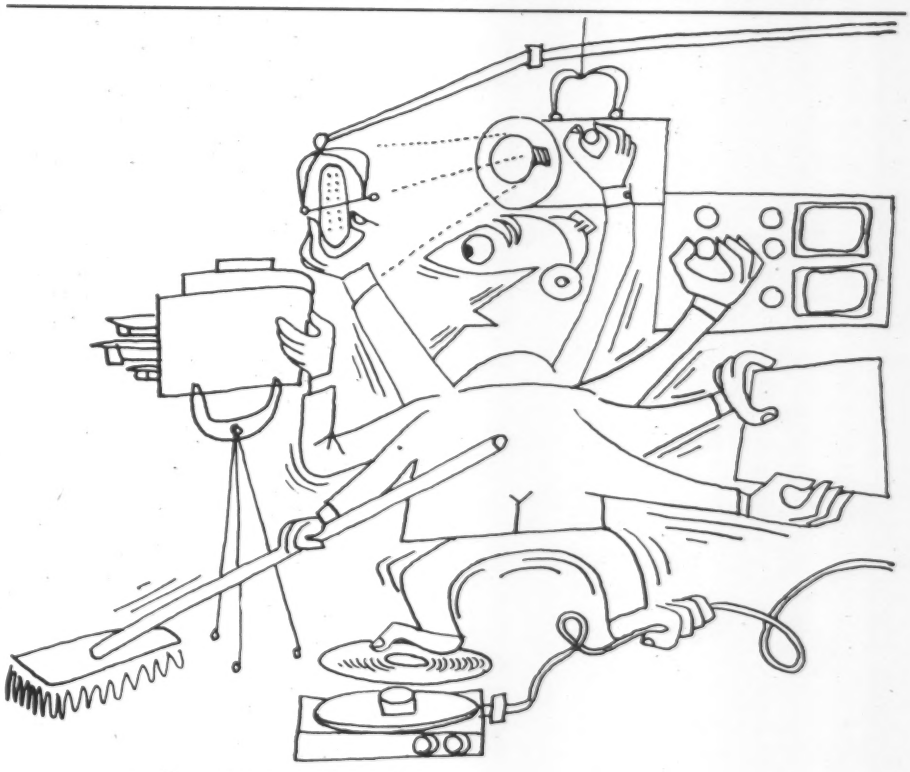

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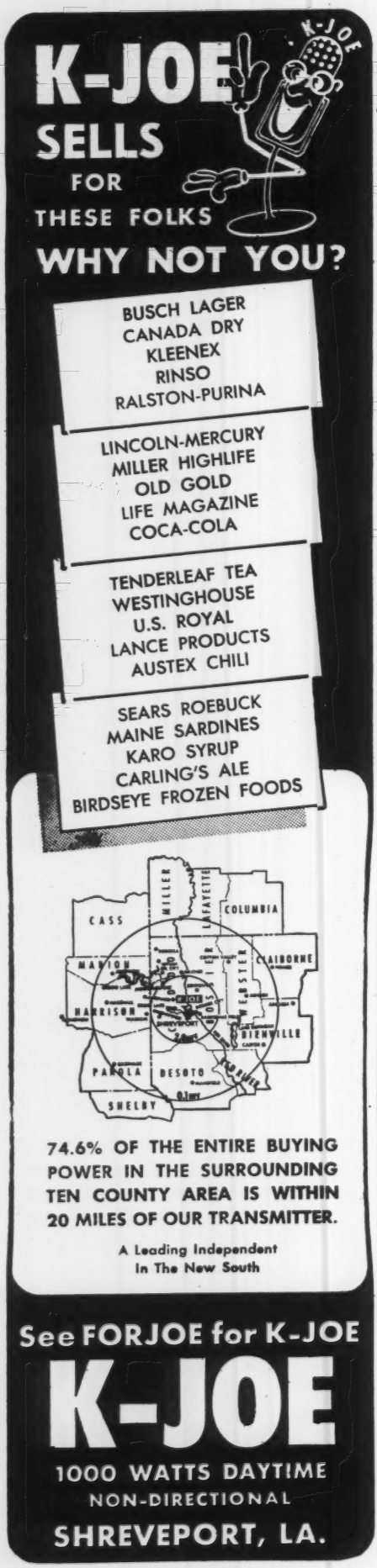
For personnel, equipment, services or stations to buy or sell, tell everyone that matters in the *Classified* pages of Broadcasting • Telecasting. . .



WRCA-AM-TV Plans Juvenile Aid Project

DETAILS of a juvenile delinquency prevention project, to which WRCA-AM-TV New York will contribute $30,000 in cash and $100,000 in time and production costs, were announced jointly by the stations and Domestic Relations Court Justice Nathaniel Kaplan, chairman of the New York City Youth Board.

The stations and the Youth Board have selected an unidentified section in Manhattan, called "Area 4," in which the resources of the station and the agency will be mobilized with those of the community in an effort to prevent juvenile delinquency. It was emphasized that the neighborhood is not a "problem" area but one that may deteriorate unless preventive steps are taken. The $30,000 cash sum will be used to employ an outstanding youth work executive and assistants, who together with neighborhood groups will map a community-wide program. The stations plan to broadcast progress of the project as soon as is feasible, and also will make available to participating community groups the stations' specialized personnel (producers, directors, sports supervisor, etc.) and performers for assistance in neighborhood activities.

WBAP-TV Helps Nail Robbery Suspects

WBAP-TV Fort Worth, Tex., has been credited with aiding in the capture of two men suspected of having held up the University State Bank. Minutes after the police radio broadcast descriptions of the holdup men to its patrol cars, WBAP-TV interrupted a regular program to broadcast the descriptions. A viewer turned from her set to see two men answering the descriptions entering a house next door. Police quickly apprehended the suspects.

WIP Promotes Fire Prevention

IN cooperation with the Philadelphia Fire Department, WIP Philadelphia interrupted all programs over a 48-hour period to broadcast fire alarms as received in the radio room of fire headquarters, City Hall. The station's campaign was a tribute to the nation's fire fighters. WIP believes that these interruptions dramatically emphasized the number of daily fires in the city.

KSYD-TV Aids Burned-Out Family

IMMEDIATELY following a tragic fire which wiped out the home and possessions of a Wichita Falls, Tex., family, KSYD-TV, Wichita Falls, put its promotion staff to work and three days later the staff presented over $1,000 in clothing, toys, food, and other gifts to the family. Feature of the drive was a 45-minute special show of *Little Rascals* and the appearance of Fannie Mae Jenkins, four-year-old girl who helped her two younger sisters from the flaming house to safety.

WONE Heart Campaign Raises $500

WONE Dayton, Ohio, disc-jockey Jolly Rogers raised $500 for the Heart Fund last month, but he had to go to jail to do it. Mr. Rogers promised the Heart Fund Assn. that his listening audience would send in $500 anytime he asked them. So he asked them, and the dimes poured in, but not fast enough. By the deadline the total contribution figure stood at $280. Heart Assn. publicity agent swore out a warrant against Mr. Rogers for not fulfilling his financial obligations, and off went the disc jockey to the pokey. Throughout the night, using remote equipment, Mr. Rogers pleaded for his listeners to get him out. After 12 hours in the cooler, his promised $500 was raised.

WNAE, WRRN-FM Battle Pa. Floods

WHEN Warren, Pa., located in the upper reaches of the Allegheny River, was flooded last month, local WNAE and WRRN-FM began regular airing of checks on the river height, and reported water levels around factories and schools. As the situation grew worse, Civil Defense messages, calling for swift organization of CD people and equipment, were broadcast, along with evacuation information. Local merchants used radio freely to tell where emergency equipment was available. After the emergency passed, the stations continued to air rehabilitation announcements.

CJDC Averts Floods

WHEN a watermain broke early this month at Dawson Creek, mile zero on the Alaska Highway, Roy Darling, disc jockey, CJDC Dawson Creek, British Columbia, aired the news. The break meant millions of gallons of water from mountain snows threatening the community. The response to the warning was immediate. Within 15 minutes the site of the watermain break was a hive of industry as citizens armed with shovels dyked the rushing water away from buildings. The result was only minor water damage to the town and compliments by the community for the wide-awake radio station.

WOWO Tornado Drive Tops $4,000

WOWO Fort Wayne, Ind., newsman Ray James' on-the-spot coverage of the havoc wrought by an early March tornado in Marion, Ind., has paid off in the amount of more than $4,000 for the victims of the disaster. Mr. James was said to be the first man on the air with eye-witness reports of the tornado's destruction. Immediately after the storm, Mr. James, on his regular news shows, began asking listeners to send in dimes to aid the people of Marion. Other station personalities quickly added their voices. After four days, WOWO called off the drive and presented Mayor Edward Wert of Marion with a check for $2,022. But the dimes kept on coming, and the station was able to send Mayor Wert another check for more than $2,200.

Fair Trade

A two months' trading campaign, conducted by disc-jockey Al Wolfe, WCHA Chambersburg, Pa., was climaxed early this month with the presentation of a check for $125 to the Franklin County chapter of the National Foundation for Infantile Paralysis. Mr. Wolfe began his trading with a shoe string on his daily *The Wolfe Works* program. He quickly traded such items as a box of dog biscuits, a poinsettia plant, doilies, a tv set, a Necchi sewing machine, a Zeiss-Icon camera, and finally a 1948 Plymouth sedan. The car was auctioned off to the highest bidder, whose check for $125 was turned over to the March of Dimes.

(Continues from forward section)

Abandon Old 'Taboos' O'Neil Tells Industry

THOUGH technological advances are revolutionizing all facets of the entertainment industry and fostering keener competition among the media, the most pressing stumbling block facing radio, television and motion pictures is "the refusal to abandon cherished taboos."

This criticism was voiced last week by Thomas F. O'Neil, board chairman of RKO Teleradio Pictures and Mutual, in a talk before the Poor Richard Club in Philadelphia. Mr. O'Neil contended that the various elements in the entertainment field continue to "cling to the comfort of doing things the way they always have been done."

Mr. O'Neil said the purchase of RKO Radio Pictures by his company's interests will make producers in both the motion picture and tv fields do "some fresh thinking." On the broadcasting level, he said, the General Teleradio tv outlet in New York, WOR-TV, came up with a programming idea of repeating the same feature film each night. He pointed out that WOR-TV's *Million Dollar Movie* has been "highly successful" in meeting the competition of tv networks' prime, evening-time programming.

"It may be," Mr. O'Neil continued, "that some so-called radical departure from the accepted way of doing business will ultimately solve other problems of television—maybe even that of subscription vs. free tv. We don't know what the solution will be. But we're convinced that it won't be arrived at by backing away from the problem as if it didn't exist."

Italian-Language WOV Shifts To Negro Shows in Evening

WOV NEW YORK, Italian language station in the metropolitan area, last week shifted the bulk of its evening programming towards New York's major Negro market, basing its decision on the results of a special survey conducted for the station by Advertest.

The survey revealed, among other things, that 43% of New York's Negro women work outside the home during the day, that 63.5% of them are married and thus control the family shopping budgets, and that shops in the Negro residential areas stay open until 10:30 p.m., with 21% of those queried remaining open past midnight.

Consequently, WOV has told its advertisers that all-night musical programs beamed especially to the Negro listener is a "new and potent argument for the WOV story."

Mobile Requests

COGNIZANT of television competition, WHDH Boston has evolved a new service that tv conceivably cannot duplicate —a music request service for auto radio listeners.

The station has a telephone-equipped station wagon, marked "WHDH Request Wagon," which roams certain areas of Boston on specific days and times. Manned by a model, a motorist can give his request to her for playing a few minutes later on WHDH.

Advertisement

From where I sit *by* Joe Marsh

Money Does Grow on Trees . . .

One of the best investments our town ever made is paying off—in attractiveness, pleasure and hard cash. It's a good idea for any community to try.

About 1940 we took over a hundred eyesore acres of farmed-out land that hadn't produced anything but dust and weeds for years — and planted pine seedlings (cost about $2 a thousand).

Slowly the woods began to grow—and so did the benefits. We put in picnic grounds last year and a Little League ballfield. This year we had our first wood crop . . . almost a thousand dollars for the treasury, with more in prospect for the years to come!

From where I sit, it's wonderful how that patch of woods benefits everyone *in town—rich and poor, men and women, people of all different tastes and opinions (including buttermilk fans, sarsaparilla lovers and those who like to take a bottle of beer along on a picnic). The effect Mother Nature has on each one of us strengthens my belief that all human beings are pretty much alike at heart.*

Joe Marsh

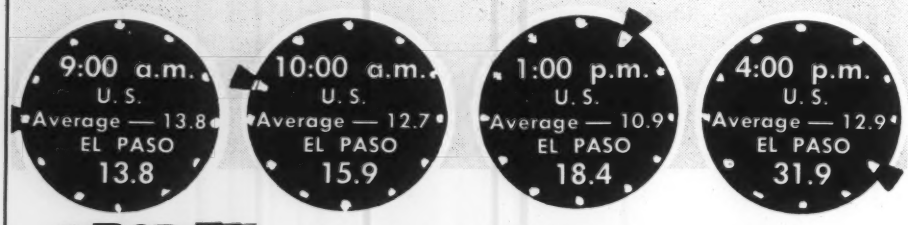
Copyright, 1956, United States Brewers Foundation

There are no "ifs" and "buts" . . . not even a "maybe"

DAYTIME TV IS BIGTIME IN EL PASO

Hour for hour . . . all day long . . . day in and day out, El Paso's television ratings are higher than the national average. High-tower, high-power Channel 4 is the only El Paso station providing morning programming and complete coverage morning, noon and night of the nation's largest trading area. It's a billion and a half dollar market, comprised of 8 Southern New Mexico and West Texas Counties, plus Juarez, Mexico.

Don't forget Daytime is Bigtime on KROD-TV, EL PASO



KROD-TV CBS and ABC Television Networks
Channel 4 EL PASO, TEXAS
Owned and operated by the El Paso Times, Inc.
Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

HUGH B. TERRY, president-general manager, KLZ-AM-TV Denver, tries on the typical correspondent's dress and checks his portable tape recorder prior to leaving for a tour of the Middle East. Mr. Terry will send back tapes for KLZ use.

Charles H. Cowling Opens New Representation Firm

ESTABLISHMENT of Charles H. Cowling Assoc., station representative, was announced last week by Mr. Cowling, veteran broadcaster. The main office will be located at 6253 Hollywood Blvd. and another office will be managed by Evelyn Wiggins in the Mills Bldg., San Francisco.

Effective next month, the new firm will represent the William G. Rambeau Co. in California, Oregon, Washington, Arizona, Utah and Nevada, Mr. Cowling said.

Mr. Cowling's past associations in radio have included being national sales manager of KMPC Los Angeles, general manager of KAVR Apple Valley, Calif., and assistant general manager of KCBQ San Diego, Calif.

Radio-Tv Serve as Stimulus, To Book Reading, WNYC Finds

RADIO listening and television viewing are not competitive with book reading but rather serve as a stimulus, according to an analysis of mail and phone reaction to the WNYC New York Fourth Annual Book Festival made by the city-owned station.

The week-long Book Festival, which ended April 14, proved that "the new electronic media are not competitiors but rather a complement to the world of books," according to Seymour N. Siegel, WNYC director. He added that "unprecedented public response" to the festival showed that "radio plays a major role in stimulating reading for all ages" and that radio and tv possess a "vast potential" for evoking literary interest.

Color on KSBW-TV by July

JULY 1 is the target date set by KSBW-TV Salinas, Calif., for a power boost on ch. 8 to 209 kw and transmission of network color programs. The station, it has reported, plans on locally-originated color transmission by the latter part of next year.

WBC Distributes Pamphlet To Aid Radio Advertisers

WESTINGHOUSE Broadcasting Co. has prepared for advertising agencies and advertisers a 28-page booklet, "How to Make Radio Campaigns Move Goods in Local Markets," intended to assist clients in achieving the best possible results from radio advertising.

The booklet, which is being distributed by WBC and Peters, Griffin, Woodward, national sales representatives for WBC radio stations, covers such subjects as cooperation between station and client on sales promotion, merchandising, advertising plans and programming schedules.

Alexander W. Dannenbaum Jr., general sales manager of WBC, said the booklet was created because "too often, radio advertising 'just runs,' with too little awareness of why radio is being used, and how it can be tied in with other media." He pointed out that a radio advertising campaign should not stop with the commercial but should be an integral part of the company's total sales program.

WOR Promotes McCormick

ADVANCEMENT of William M. McCormick from assistant sales manager to general sales manager of WOR New York was announced last week by Robert J. Leder, newly-installed general manager of the station.

MR. McCORMICK

Mr. McCormick, who joined the station's sales staff in 1946, is credited with having brought in more than $3.5 million in gross billings to WOR in the past 10 years. In 1954 he was named regional sales manager for the station and in 1955 was promoted to assistant sales manager of the New York outlet.

A. J. MALOFF, vice president of Food Fair Stores, signs to sponsor *Romper Room* five half-hours weekly on WGBS-TV Miami. Also present (l to r), Maurice Held, Food Fair general merchandising manager; Clinton Drinkuth, the company's advertising manager; Seymour Freedman (seated), account executive for Bert Claster Television Productions, producers of the show, and Elmer Flagler, WGBS-TV account executive.

Public Spirited

TO COMMEMORATE its first birthday, WEBB Baltimore, which programs to the Negro population, presented an oxygen tent to Provident Hospital, a large Negro hospital. The presentation was made in the names of the station's advertisers and their agencies by General Manager Bentley Stecher.

Kirchhofer Named President Of WBEN-AM-FM-TV Buffalo

ALFRED H. KIRCHHOFER last week was elected president-secretary of WBEN Inc. (WBEN-AM-FM-TV) Buffalo, New York, replacing the late Edward H. Butler [B•T, Feb. 27]. Mr. Kirchhofer had been vice president of WBEN since the station went on the air in 1930 and also was elected vice president - editor of the parent *Buffalo Evening News*.

MR. KIRCHHOFER

Mrs. Butler was elected president of the parent News Inc., succeeding her husband.

Mr. Kirchhofer joined the *News* staff in 1915 and, among other assignments, served as Washington correspondent. He was president of the National Press Club when its present building was erected. He was publicity director for the Hoover and Landon presidential campaigns and in 1932 served as a member of the GOP newspaper-radio committee.

KTVC (TV) Plans Building

KTVC (TV) Ensign, Kan., has announced plans to begin construction of its plant within the next few weeks. Wendell Elliott, presently manager of KGNO Dodge City, Kan., and adding to his duties the management of the new tv outlet, expects telecasting to start within 90 days after the beginning of construction. The station is to operate primarily as a satellite of KTVH (TV) Hutchinson, Kan. [B•T, Jan. 30].

WGH-FM Shows Multiplexing

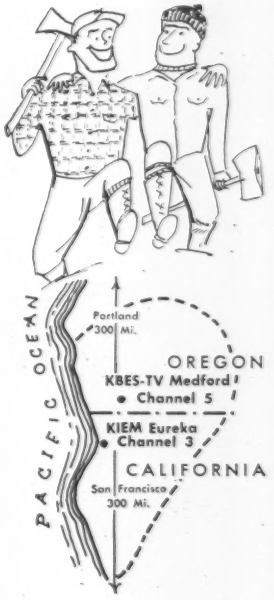
DEMONSTRATION of multiplexing was held over the facilities of WGH-FM Newport News, Va. Showing improved multiplex equipment were Browning Labs and Multiplex Corp. Representatives of fm stations on the East Coast were present. The demonstration comprised reception of multiplex signals at three locations, out to 30 miles from the stations transmitter. WGH-FM operates on 97.3 mc with 36 kw.

WADS Joins United Press

WITH the addition of WADS Ansonia, Conn., to its client roster, United Press reported last week that it now services a total of 120 New England radio stations, 101 of them commercial. WADS, owned and operated by the Valley Broadcasting Co., Ansonia, went on the air April 13 and will be formally dedicated May 13, the beginning of National Radio Week.

THE CALIF.-ORE. TV TWINS

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.



the *Smullin* TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TWINS call DON TELFORD Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE

WMAR TV Channel 13
BALTIMORE, MD.
AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York Atlanta Chicago and San Francisco
TOP POWER 316,000 WATTS

LIPMAN MOTORS, Hartford, Conn., has signed to sponsor *Million Dollar Movie* on WGTH-TV in that city. Signing are (l to r): seated, Abe Gold, general manager, and Murray Lipman, president of the automobile company; standing, Charles Stewart WGTH-TV account executive; George Morris, station sales manager; Jack Downey, the station's general manager, and Carl Flower, WGTH-TV account executive.

WBT Dismisses Disc Jockey For Unauthorized Editorial

WBT Charlotte, N. C., terminated the services of announcer Bob Raiford for what the station officials described as insubordination in a broadcast by Mr. Raiford on April 11 regarding the Nat (King) Cole incident in Birmingham, Ala.

During his evening show, *Raiford at Random*, the young announcer related events connected with his attempts to air random interviews, tape recorded, with Charlotte citizens in which they expressed their opinion of the Birmingham attack.

During the program, one of the interviews—the one made by Charlotte Police Chief Frank N. Littlejohn—was broadcast. Mr. Raiford admitted at the time that he was going against the orders of station officials.

Charles H. Crutchfield, general manager of Jefferson Standard Broadcasting Co., said that "it has long been the company policy not to editorialize on the air on controversial subjects through its announcers or employes."

WCAU-TV Philadelphia Issues New Rate Card

WCAU-TV Philadelphia has issued a new rate card increasing over-all rates from eight to 25% and realigning the Class C time period. The new rates became effective last week.

Although the rates have been increased in all time classifications, Robert M. McGredy, vice president in charge of sales, said that Class C time has been extended to 6 p.m. in the early evening schedule "which amounts to a downward adjustment in this important time period."

On the new card, the hourly base rate for Class AA time has been increased from $3,000 to $3,250; Class A from $2.000 to $2,200; Class B from $1,500 to $1,700; Class C from $1,100 to $1,250, and Class D from $600 to $750.

Wilson Suffers Heart Attack

DAVID WILSON, general manager of KPLC Lake Charles, La., suffered a pulmonary occlusion last Monday while attending the NARTB convention in Chicago. He was admitted to St. Luke's Hospital there. Mrs. Wilson, who was with him at the time of the attack, said Wednesday that he was out of danger and expected to be released from the hospital by week's end.

Kiwanis to Boost Radio

KIWANIS INTERNATIONAL has announced the completion of a radio information kit, prepared to help Kiwanis Clubs pay tribute to the radio stations of their communities during National Radio Week, May 13-19. The 10-page booklet contains, among other items, a fact sheet for a recommended National Radio Week observance; facts about radio; two suggested press releases, and five spot announcements to be used in honoring the radio industry.

Be Prepared

ANTICIPATING spring floods from an extra heavy winter snowfall in the Cascade Mountains, KIMA-AM-TV Yakima, Wash., has placed 6,000 sandbags around its studio building, which borders the banks of the Yakima River. Tom Bostic, vice president-general manager, hopes that when and if the high waters come, the stations will be able to remain on the air with the help of the sandbags. The radio transmitter and studios for both am and tv operations are located in the building, while the tv transmitter is on higher ground.

Bay Area Plans for GOP

MEETING of Bay Area broadcasters has been called in San Francisco this week to consider plans for radio-tv coverage of the Republican convention in August. William D. Pabst, KFRC San Francisco, is chairman of the Bay Area credentials committee, formed at the suggestion of Bill Henry, chairman of the Radio Television Correspondents Assn. committee on credentials.

REPRESENTATIVE SHORTS

Weed & Co., formerly at 203 N. Wabash Ave., Chicago, and Weed Tv Corp., formerly at 20 N. Wacker Dr., have consolidated Chicago operations in new Prudential Bldg. Suite number is 2110, telephone, WHitehall 4-3434.

REPRESENTATIVE APPOINTMENTS

KOCS and KEDO-FM, Ontario, Calif., both owned by Daily Report Co., name Hil F. Best Co. national representative. Best Co. formerly served KOCS and KEDO-FM only in eastern U. S.

WMC-WMCT (TV) Memphis, Tenn., appoint John Blair & Co. and Blair-Tv, N. Y., national representatives, effective May 1.

REPRESENTATIVE PEOPLE

Keith Lewis, account executive, Paul Raymer Co,. N. Y., to television sales organization of Edward Petry & Co.

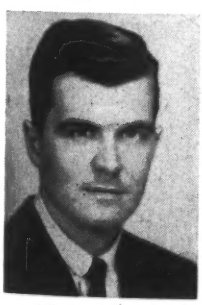
STATION PEOPLE

Willard W. Thomas, sales manager, KLEW-TV Lewiston, Idaho, named general manager, succeeding **Charles R. White,** resigned to become vice president and general manager of corporation building ch. 6 station in Victoria, B. C.

Richard L. Kaye, program director, WCRB Waltham, Mass.-Boston, named station manager. He is succeeded as program director by **David S. MacNeill,** news editor. **Fred L. Bosworth,** public relations director, named commercial manager, and **Leonard Buckwalter** to chief engineer.

Melvin F. Berstler, formerly engineer, WGN Chicago, to KPAS Banning, Calif., as general manager. **G. F. Kraus,** formerly manager of Geneva Chamber of Commerce, to KPAS as commercial manager. **Phyllis A. Berstler,** WGN transcription department, to KPAS as traffic manager.

Donald A. MacIsaac, WBSM New Bedford, Mass., to WKNY-TV Kingston, N. Y., as sales manager.



MR. MacISAAC

Richard Horan, WGY Schenectady, N. Y., named vice president and chief engineer, WSKN Saugerties, N. Y. **Harold S. F. Bates,** formerly treasurer of WJOY Burlington, Vt., and controller, WKNY Kingston, N. Y., to WSKN as comptroller. **W. Irving Rose,** program director, WKNY-TV, appointed commercial manager, WSKN. Other WSKN appointments: **Bob Browning,** WKNY, regional news director; **Richard Nedin,** WEOK Poughkeepsie, N. Y., chief announcer; **Frank Goerg,** WGY, sports and special events director, and account executives, **Gus Kramer,** WKNY, **Alex Greenberg** and **Thor Krogh.**

Russell Severin, program-production director, KWTV (TV) Oklahoma City, to WTAR-AM-TV Norfolk, Va., as local sales manager. **Harold Powell,** publicity director, WBTV (TV) Charlotte, N. C., named promotion manager, and **Clyde F. Meades,** former commercial manager, WGH Newport News, tv salesman.

Lawrence A. Wilkinson, chief engineer, WTOP-TV Washington, appointed manager of technical operations for WTOP Inc. **Donald H. Cooper,** engineer in charge of WTOP-TV facilities, named chief engineer.

Michael LaMonica, transmitter engineer, WFIL-TV Philadelphia, to WNBF-TV Binghamton, N. Y., as assistant to chief engineer in charge of transmitter operations. **Oliver W. Hayden,** WNBF, to WNBF-TV as account executive. **C. Richard O'Connor,** Daly Insurance Co., to WNBF as account executive. **Ann M. Lamparter** to WNBF-AM-TV promotion department. **Carol Rosenthal,** Fowler, Dick & Walker advertising copywriter, to WNBF-AM-TV publicity staff. **Irene Lesick,** WNBF-AM-TV publicity writer, to Mohawk Airlines, Newark, N. J.

Kent Burkhart, assistant program director, WNOE New Orleans, to KENT Shreveport, La., as program director. **Al Crouch,** news director, WJBO Baton Rouge, La., to KENT in same capacity.

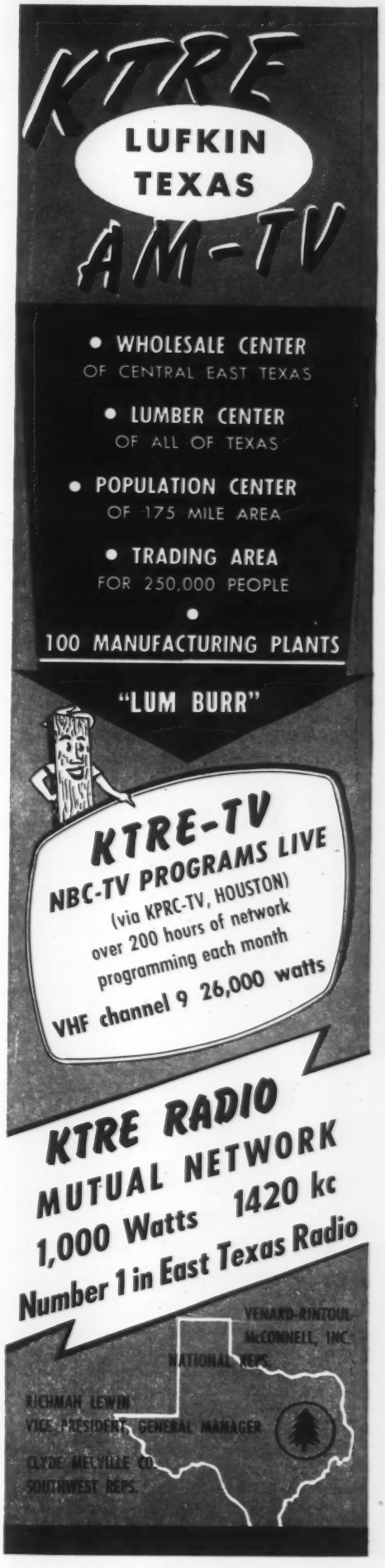
Ether Either Way

AFTER announcing the *Doctor Hudson's Secret Journal* show for three months, WSB-TV's Art Haynes just couldn't resist getting in the act. He's going to medical school to become Dr. Haynes.

"Watching the shows renewed my interest in becoming a doctor," said the Atlanta tv personality. "I decided I was going to do something about it or forget it. As I saw the shows each week, the desire became more intense. I have decided to quit the show and attempt to become a doctor."

He will attend the U. of Tennessee's medical school at Memphis.

WSB-TV's Art Haynes had his own secret while announcing *Dr. Hudson's Secret Journal*. The cat was out of the bag, however, when he started using a stethoscope on Roy Collier, vice president of the Bank of Georgia, which sponsors the show.



AN advertising schedule calling for co-sponsorship of CBS' major league *Game of the Week* and five-minute Monday-Friday weather forecasts has been taken on KTNT-TV Seattle-Tacoma by the Heidelberg Brewing Co. Jim Kramer, Heidelberg advertising manager, signs for the shows in the presence of (l to r) Bob Byars, vice president-account executive for MacFarland, Aveyard & Co., Chicago; Bob Lethbridge, Weed Television account executive; Bill Goodrich, MacFarland, Aveyard assistant director of radio and tv; George Lindsay, Weed Television's Chicago sales manager, and Larry Carino, KTNT-TV commercial manager.

CO-SPONSORSHIP of the Oklahoma City Indians baseball games on KOCY there is being undertaken by the Fretwell Motor Co. (De Soto). L to r are M. H. Bonebrake, president-general manager of KOCY; Les Fretwell, automobile firm owner, and Jimmie Humphries, Indians owner. The Indians games, which have been aired by KOCY for the past 15 years, also are co-sponsored by Jax beer.

DONALD R. HART, vice president-general manager of Tri-State Appliance Co., Huntington, W. Va., signs a renewed and enlarged contract with WSAZ-TV of that city. George Glazier (seated r), Tri-State account executive; Jack Williams (standing l), WSAZ-TV promotion manager, and Bob White, sales manager, look on.

WILLIAM B. BACHMAN, director of membership for the Automobile Club of Michigan, signs for the club to sponsor the *Jim Vinall News* over WJR Detroit. With him are Worth Kramer (l), WJR vice president, and Mr. Vinall, WJR newscaster.

UNDER sponsorship of Dunlaps (department store chain), KDUB-TV Lubbock, Tex., presented its first locally-originated color telecast—a 15-minute filmed spring fashion show. Completing final arrangements are (l to r): seated, Franklin Grant, Dunlaps' public relations director; Reg Martin, Dunlaps' Lubbock store; standing, Jimmie Isaacs, KDUB-TV vice president-local sales director, Barney Klema, the station's account executive, and Jim Phillips, KDUB-TV assistant treasurer.

THE TOP of the sponsor's product doubles as a desk as Gene O'Meara, Denver Ford dealer, signs for *Deadline*, Saturday night news roundup, on KLZ-TV Denver. Surrounding him are (l to r) John Eby, Marshall Robertson agency; Gene Amole, *Deadline* producer-conductor, and Bill Hubbell, KLZ-TV salesman.

E. FAUST, northern California distributor of Hoffman television sets, has signed to sponsor a series of color movies on KCRA-TV Sacramento. The distributor also will use color slide commercials for local dealers and a series of spot announcements adjacent to network color spectaculars. Making arrangements are (l to r) Scott Kemper, Reitter & Orme account executive, Mr. Faust and Robert O'Brien, KCRA-TV.

Clark Grant, head of program department, WOOD Grand Rapids, Mich., named promotion director, WOOD-AM-TV Grand Rapids, Mich., succeeding **John Dragomier,** resigned.

L. Boyd Mullins, advertising-merchandising manager, KRON-TV San Francisco, to station sales department as account executive.

Walter J. Smith, sales service representative, KYW Cleveland, Ohio, promoted to account executive.

Ronald Bruce Egar, formerly program director, WEOL Elyria, Ohio, to sales staff of WGAR Cleveland, Ohio.

James Sefert, public affairs department, WLWC (TV) Columbus, Ohio, named account executive.

Don Balsamo, account executive, WBKB (TV) Chicago, and **Dewey Tackaberry,** director of merchandising, KABC-TV Los Angeles, to KABC-TV sales department as account executives. **Glenn Bohannan,** radio-tv media director, Erwin, Wasey & Co., L. A. agency, to KABC-TV as director of merchandising.

Dick Knoth, sales service manager-traffic director, KFWB Hollywood, and **William J. Trader,** assistant manager, KFSD-TV San Diego, Calif., to sales staff of KCBQ San Diego.

Howard Kester, formerly with New York stations and recently discharged from Army, to WADS Ansonia, Conn., as account executive. **Allan Brown,** Bridgeport, Conn., radio personality, to WADS Ansonia, Conn., for daily show. **Phyllis C. Warfel** to WADS as continuity writer.

C. Richard O'Connor, formerly with Daly Insurance Co., Binghamton, N. Y., to WNBF that city as radio account executive, succeeding **Oliver W. Hayden,** transferred to WNBF-TV sales staff. **Michael Lamonica,** WFIL-TV Philadelphia transmitter engineer, to assistant chief engineer in charge of WNBF-TV transmitter operations. Also added to WNBF-AM-TV: **Ann M. Lamparter** to promotion department, and **Carol Rosenthal,** former copywriter, Fowler Dick & Walker, Binghamton, to publicity department, replacing **Irene Lesick,** resigned to join Mohawk Airlines, Newark, N. J.

Leo Willette, *Birmingham* (Ala.) *News,* to WBRC-TV Birmingham as news director.

Ray Wilson, news staff, KFMB-TV San Diego, Calif., appointed news director, and **Stuart Batt,** station news staff, named news editor. Appointments fill vacancy created by death of **Paul A. White.**

Nedd Flemming, air personality, WAEB Allentown, Pa., named program director. **Robert S. Lamb,** WEST Easton, Pa., to WAEB as news director.

Bobby Beers to KOSI Denver as music librarian. **Sam Blessing** named chief announcer and **Jim Price** production manager.

Maurice Jackson, disc jockey, WVKO Columbus, Ohio, to WTVN that city.

DaVere (Dev) V. Nelson, sportscaster, Kan. State Sports Network, Manhattan, to WIBW-AM-TV Topeka, Kan., in same capacity.

Paul Pierce, news and special events staff, CBS Radio, L. A., to KNXT (TV) Los Angeles as farm reporter-producer.

Bob Benson, Philadelphia and New York radio personality, to WRCV for late music show.

Mimi Branson to KBTV (TV) for daily weather program.

Pa Johnson, WBT and WIST, both Charlotte, N. C., to WWIT Canton-Asheville, N. C., for morning disc jockey show. **Bob Burress** to WWIT sales staff.

Owen Spann, WTOB-AM-TV Winston-Salem, N. C., to WBT Winston-Salem, N. C., for disc jockey show.

Monte Long, sales promotion staff, H-R Representatives Inc., station representative firm, to WCAT Athol, Mass., as disc jockey. Station is scheduled to go on air May 6.

Sid Dacote to KCSB San Bernardino as night disc jockey.

Jesse Leonard, Portland, Ore., personality, to KGW Portland to produce and emcee morning show.

Leon Radsliff quartet, singers **Ardeen de Camp** and **Bob Callahan** and **Floyd Wright,** organist, to *Bill Weaver Show,* KCBS San Francisco.

Dick Drury, WFIN Findlay, Ohio, to announcer staff, WERE Cleveland, Ohio.

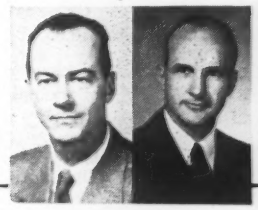
Ray Lane, news director, WWTV (TV) Cadillac, Mich., to KWWL-TV Cedar Rapids, Iowa, as staff announcer.

Friend in Need

WNEW New York, which is noted as an independent station which has used successfully the formula of popular music and news, this month played "big brother" to WNYC, New York's municipally-owned station. WNEW presented WNYC with a collection of more than 2,000 classical recordings, containing many currently unobtainable masterworks and collectors' items. The decision, said WNEW, was based on the fact that WNYC's limited budget facilities restrict the station from acquiring as much material as it needs.

Pioneering Outer Space Can Wait!

by John Pepper and Bert Ferguson



Let's pioneer Outer Space, later! At the moment, let's whoosh to the South—with a sales thrust, powerful as the impact of a rocket take-off. Destination: WDIA, Memphis, where a market bonanza is waiting exploration—a Negro market that's Tangible, Tenable, Timely!

TANGIBLE

The Memphis Negro market is tangible. This sales area has one of the nation's highest percentages of colored population, one of the heaviest concentrations of Negro income. Approximately 43% of Memphis residents are colored with a per capita income of $28.79 for every $100 of white income, while that of Chicago is $7.89; and New York, only $6.59.

What's more, Memphis Negroes spend 80% of that high bracket income on commodities—for example, more than 60% of all flour purchased in this section; more than 50% of deodorants and hosiery.

TENABLE

The market is, also tenable. Since its inception, in 1948, as an exclusive Negro radio station, WDIA has recorded for its advertisers a marked and sustained advance, evidenced by its gross dollar volume increase of 600%! Low readership makes newspaper advertising an ineffective medium—low percentage TV ownership limits tangibility. The only 50,000 watt station in Memphis, WDIA *dominates* commercial contact with sales responsive consumers. Convincing statistics on the sales power of programs, serviced by WDIA, appear on the progress charts of clients, like:

Camel Cigarettes, Budweiser, Folger Coffee, Sal Hepatica, Tide and Bayer Aspirin.

TIMELY

Now is the time to explore the feasibility of a promotional program for your products. Recognizing the financial factor of the Negro wage earners, in the rapidly expanding economy of the South, you may participate in the development, securing priority advantages to sell and establish your brand. Drop us your name, on your letterhead, that we may send you a factual prospectus. Request, too, your bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

Len Schlosser, radio-tv director, Chicago Council on Foreign Relations, to production staff of WBBM Chicago.

Tom Paxton, public relations director, Knox Industries, Enid, Okla., formerly staff announcer, WKY-AM-TV Oklahoma City, returns to WKY-TV as show m.c.

Big Wilson, disc jockey and tv performer, WRCV-AM-TV Philadelphia, to KYW Cleveland for afternoon show.

Edward O'Hara, Telenews Film Service, Chicago, to WCCO Minneapolis-St. Paul as news writer.

Charles P. Craig, WWST Wooster and WTVN (TV) Columbus, both Ohio, to announcing staff of WHBC-AM-FM Canton, Ohio.

Ed Meath, Rochester, N. Y., disc jockey, returns to WHEC-TV Rochester for afternoon show.

Charles Green, WNJR Newark, N. J., returns to WTTM Trenton, N. J., for six-night weekly program.

Thom Lewis, instructor at Northwestern U. radio-tv center, to KWK-AM-TV St. Louis as staff announcer.

Don Nelson, radio-tv supervisor, U. of Connecticut, Storrs, to emcee weekly *Connecticut Farm Forum* on WTIC Hartford.

Jules Dundes, general manager, KCBS San Francisco, to head S. F. United Crusade public relations program for 1956 campaign.

Jim Bormann, director of news and public affairs, WCCO Minneapolis-St. Paul, named Minn. state chief of public information for civil defense.

Willard C. Worcester, vice president and general manager, WIRE Indianapolis, named chairman of 1956 Indianapolis Community Chest campaign.

Lester W. Lindow, vice president and general manager, WFDF Flint, Mich., elected president of Flint Rotary Club.

Gene P. Loffler, general manager, KAUS and KMMT (TV) Austin, Minn., to emcee "Miss Minnesota" contest for second year.

Harold L. Neal, sales manager, WXYZ Detroit, appointed chairman of radio committee for Michigan Week, May 20-26.

Hugh A. Smith, vice president and general manager of KXA Seattle, named "general" of public services division, United Good Neighors Fund campaign for Seattle and King County.

Boosting Muscatine

AS PART of a promotion to build up the industrial growth and other business activity in Muscatine, Iowa, KWPC there is broadcasting a series of statements pointing up the attributes of the community and the advantages of living there. The statements are used during station breaks. KWPC General Manager George J. Volger has invited townspeople to serve as "supervising editors" and add to the list of interesting facts about Muscatine.

WILLIAM A. LYONS, vice president, New York State Gas & Electric Corp. signs for his firm to co-sponsor *Meet the Press* with Marine Midland Trust Co. of Southern New York on WNBF-TV Binghamton, N. Y. Also present are (l to r) Herbert Milligan, Midland vice president; Roderic Reeder, WNBF-TV account executive, and Andrew Hubbell, station sales manager. Program debuts on station April 8.

Bailey Hobgood, program director, WBT Charlotte, named state radio-tv publicity chairman for Youth Appreciation Day, May 27, annual tribute by business, civic and professional leaders.

Al Spokes, manager, WJOY Burlington, Vt., elected president of Burlington-Lake Champlain Chamber of Commerce and **Frank Balch,** assistant manager, president of Burlington Junior Chamber of Commerce.

Richard D. Harper, producer-director, WOI-TV Ames, Iowa, father of girl, Sarah Tompkins, April 8.

Mike Rich, WAAT Newark announcer, father of girl, Debra Ann, April 12.

William A. Persky, WNEW New York staff writer, married April 15 to Suzanna Taylor, Malverne, N. Y.

Richard D. Heffner, producer in charge of educational and religious programs, WRCA-TV New York, and producer of NBC-TV's *Princeton '56,* father of son, Daniel Jason, March 30.

Kathryn Kuhlman, evangelist, KQV Pittsburgh, Pa., donated $10,000 to Western Pa. School for Blind Children. Gift included collection from Eastern service.

STATION SHORTS

WEAV Plattsburgh, N. Y., in new studios at 38 Court St.

KXLY-AM-TV Spokane, Wash., reports substantial billings increase for first quarter of 1956 over 1955. In tv increase was 35% and radio topped last year by 17%.

WABI-TV Bangor, Me., announces start of morning program May 7. Station went on air in January 1953.

KBOX Modesto, Calif., reports 40% sales increase for first three months of 1956.

WMCA New York has moved from Brill Bldg., 1657 Broadway, to 415 Madison Ave. New telephone number will be Murray Hill 8-1500.

Radio-Tv Personnel to Address Ohio School News Conference

RADIO AND TV are cooperating in presenting the Southwestern Ohio School News Conference, Cincinnati, on May 4 at the Netherland Plaza Hotel. The meeting is for educators and newsmen.

Among those who will participate in the conference are: Al C. Field Jr., director of special broadcast services for WLW, WLWT (TV) Cincinnati; Lilyan Alspaugh, director of community relations, WKRC-AM-TV Cincinnati; Uberto T. Neely, general manager of WCET Cincinnati; Bernard M. Dabney Jr., assistant manager of WCIN Cincinnati; Robert Cordray, news director of WPFB Middletown; John E. Murphy, news director, WCKY Cincinnati, and Roy K. Wilson, assistant director of the press and radio-tv division of the National Education Assn., Washington.

Also R. L. Odson, manager of WMOH Hamilton; Marian Gange, sales promotion department of WHIO-TV Dayton; Clarence L. Doty, program director of WCPO-TV Cincinnati; Bruce B. Cox, assistant director of special broadcast services, WLW, WLWT (TV) Cincinnati; William C. Fox, news director of WPTW Piqua; Sherwood R. Gordon, president-general manager of WSAI Cincinnati; Alex Buchan, vice president, WING Dayton; George Biersack, manager of the Dayton Educational Tv Foundation; Charles Bernard, producer-director, Dayton Educational Tv Foundation, and DeWitt Campbell, program director, WING Dayton.

Port Chester High School Starts Closed-Circuit Tv

LIVE classroom tv, reportedly its first use in metropolitan New York on the pre-college level, made its debut at Port Chester (N. Y.) high school last week. Port Chester's Board of Education approved a three-classroom network on an experimental basis. General Precision Labs, White Plains, N. Y., installed the circuit system.

A five-pound camera and a 27-inch monitor have been set up in the ninth grade science room, with monitors placed on May 1 in two remote classrooms for the second phase of the experiment. Third phase would be inaugurated next fall, school spokesmen said, when tv instruction would be on "a regular schedule with a curriculum [which] will embrace not only science but English, citizenship, education and industrial arts."

New Orleans Tv Places Order

STATION EQUIPMENT, including a 5 kw transmitter, image orthicon camera equipment and complete studio and terminal facilities and accessories, has been ordered by Greater New Orleans Educational Television Foundation Inc. for a new educational tv facility slated to go on the air on ch. 8 in New Orleans within two months, Allen B. DuMont Labs reported last week.

Storer Donates to Miami U.

STORER Broadcasting Co. has given the U. of Miami's radio-tv-film department approximately $13,000 worth of motion picture equipment. Included in the gift are a Mitchell 16mm camera with sound-insulating blimp, a Model JA Bell & Howell film printer with PAR fade and a Maurer optical sound recorder.

WHEN-TV Holds Workshop

A SPECIAL religious workshop, designed to teach church leaders the fundamentals of television and how to apply them to their work, was held this month at WHEN-TV Syracuse. The seminar, held for the American Baptist Executive Radio-Tv Workshop, was conducted by Gordon Alderman, WHEN-TV program director, and the Rev. Charles H. Schmitz, broadcast training director for the National Council of Churches of Christ, U.S.A.

The station later took its religious workshop to Flint, Mich., and starting April 15, the workshop was set to spend a week's time in Milwaukee, discussing related radio-tv problems with clergymen in that area.

EDUCATION SHORTS

New York U. and **WRCA-TV New York** will join forces in experiment to determine best techniques for closed circuit tv instruction, starting next fall. With technical and production assistance from WRCA-TV, N. Y. U. will conduct three credit courses through its closed-circuit tv facilities. University obtained grant of $52,359 from Fund for the Advancement of Education, last September to set up closed-circuit operation.

Arizona State College, Tempe, Ariz., exploring variation of simulcast technique for *Ideas* program presented weekly on KPHO and KPHO-TV Phoenix. College tapes special rehearsal of telecast, eliminating visual material. Visual elements are added at later rehearsal of series which features college faculty.

KPTV (TV) Portland, Ore., donated personnel and equipment for closed circuit telecasts at three-day alumni meeting and dedication of Oregon Medical School Hospital.

Alpha Epsilon Rho (radio and tv honorary fraternity) Delta chapter, Michigan State U., making available to any tv station or educational group, kinescope recording explaining do's and don'ts of tv, talent-wise. Twenty-five minute film can be obtained by writing to Delta Chapter, Alpha Epsilon Rho, Speech Department, Michigan State U.

"You said on KRIZ Phoenix I could try it out before buying."

INTERNATIONAL

R&R Drops Canadian Clients To Concentrate on U. S.

RUTHRAUFF & RYAN Inc.—"in view of the highly competitive marketing situation in the U. S. and the expanding opportunities which are presented"—will pull out of the Canadian advertising field by closing its Toronto office and resigning the Lever Bros. Ltd. of Canada account, "in addition to a number of others."

R&R said its Toronto operations will be discontinued after all of its client responsibilities are fulfilled and when arrangements for the transfer of accounts are complete. At the same time, R&R announced two changes within its domestic branch office operations. William M. Amundson, account executive in the St. Paul office, was named manager, succeeding James R. Rahders, and Alex Pappas, account executive in the Dallas office, was moved up to manager, succeeding John Simmons.

Unlicensed B. C. Tv Closed

A TELEVISION station at Kamloops, B. C., which has been importing tv signals on ch. 4 from KXLY-TV Spokane, Wash., has been put off the air by the Canadian Department of Transport for illegally operating a tv transmitter without a license. The Department of Transport's inspector, N. McTavish, has informed the Kamloops Retail Merchants Bureau that he had ordered the station off the air because it was operating without regard to the Radio Act of Canada.

CBC's E. A. Weir Retires

E. A. WEIR, formerly commercial manager of the Canadian Broadcasting Corp. and adviser to CBC on audience research since 1951, has retired from active participation in broadcasting after 27 years in the industry. He became radio director of the Canadian National Railways in 1929 and while in that post began Canada's first nationwide symphony orchestra broadcasts from Toronto.

IRE Slates Canada Meet

INSTITUTE of Radio Engineers will hold its convention at Exhibition Park, Toronto, Can., Oct. 1-2. C. A. Norris is general convention chairman, and Dr. George Sinclair, Dept. of Electrical Engineering of the U. of Toronto, will be in charge of technical papers.

INTERNATIONAL PEOPLE

Bill Bellman, radio-tv director of James Lovick & Co., Vancouver, B. C., to same post at Cockfield, Brown & Co., Ltd., Vancouver.

Lee Fortune to radio-tv director of Canadian

Italian Tv Palace

RAI, the Italian Broadcasting Service, plans to construct a *Pallazzo Della Televisione* (television palace) as a new home for the country's television studios. Pallazzo will have eight stories, five studios, four 35-mm and seven 16-mm film projectors, two laboratories, cutting rooms and technical facilities for simultaneous production of two live programs. Italian tv set total is near 400,000.

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Beer, Tv, Kids

MINE officials in Barnesley, England, agreed to start the late shifts in the Wharncliffe mine one hour earlier "so the men can get home in time to have a glass of beer, watch television and see their children before they go to bed."

The change was made to meet coal miners' demands that the work day fit in with tv programming. British tv networks (BBC, ITA) go on the air at 3 p.m. daily and normally shut down at 11 p.m.

Adv. Agency, Montreal, Que.

Georgina Williscroft to radio-tv director of James Lovick & Co., Vancouver.

The Rev. Keith Woolard, Vancouver, to director of radio and television for United Church of Canada, with headquarters at Toronto.

Barry Nicholls, formerly copy chief, McCraken Adv. Agency, Toronto, to CHCT-TV Calgary, Alta., as promotion manager, succeeding **Bob Nystedt,** resigned to return to U. S.

Abdul Hak Waleh, program secretary of Radio Kabul, government radio station in capital of Afghanistan, visiting WGAY Silver Spring, Md., through July 2. He is participating in Boston U. international seminar being conducted as part of State Department-Voice of America exchange program.

Gerry Gaetz, manager of CJCA Edmonton, Alta., elected president of Edmonton Chamber of Commerce.

Lloyd Moore, manager of CFRB Toronto, Ont., to board of directors of Broadcast News Ltd., radio subsidiary of Canadian Press, Toronto, replacing **Ken Soble,** CHML and CHCH-TV Hamilton, Ont.

Stan Chapman, manager of CKNB Campbellton, N. B., died of heart attack, March 28.

INTERNATIONAL SHORTS

BBDO opened its first Canadian office at 160 Bloor St. E., Toronto, April 16, with **Les Chitty** as manager.

Alford R. Poyntz Adv. Ltd., Toronto, has opened branch at Winnipeg, Man., with **Ed Drewry** as manager. **Marie Torossi** is media and radio director. Offices are in Electric Railway Chambers.

Elliott-Haynes Ltd., Toronto, has issued quarterly report on share of radio audience in Canada's four leading markets of Montreal (English and French reported separately), Toronto, Winnipeg and Vancouver, for January to March 1956. Report shows share of audience for each station by quarter-hours, Monday through Saturday, from 9 a.m. to 6 p.m., and by two-hour periods from 6 to 10 p.m., seven days a week, by days.

CHOT are call letters of new 1 kw day (500 w nighttime) station at Oakville, Ont., suburb of Toronto. Station expects to be on air early this summer. Howard C. Caine, formerly manager of CKFH Toronto, is president and general manager.

BBC transmitter installation in NE Scotland marks sixth BBC vhf radio transmitter, bringing 19 million people in U. K. within coverage.

BEST IN EDUCATIONAL RADIO-TV NAMED

Awards given in 10 radio and seven television program classes in both series and one-time broadcasts. Honors given during OSU Institute for Education by Radio-Tv.

WINNERS in the 1956 American Exhibition of Educational Radio and Television Programs were announced last week by Ohio State University. The exhibition was held in conjunction with the university's annual Institute for Education by Radio-Television at the Deshler Hilton Hotel in Columbus, April 17-20.

All awards are based upon programs actually entered by stations, networks and organizations in 10 radio and seven television program classes. The majority of the tv entries represent program series. Radio entries include "special one-time broadcasts."

The awards:

PART I. TELEVISION AWARDS

All awards are given to program series, not to individual programs. Series were judged in seven cooperating centers, one for each program class. Centers, coordinators, judges, and summarizers are given following the lists of prize-winning series.

Group I. Network: Multi-Station Telecast by Cable, Relay or Delayed Video Recording (Kinescope)

Class 1. Special Interest Groups: Women's, Agriculture, Religious, Etc. First Award: *Michigan Conservation,* to Michigan Department of Conservation and Station WKAR-TV, Michigan State University; telecast over Station WKAR-TV and selected other stations. Honorable Mention: *Dean Pike,* to Department of Public Affairs, ABC; telecast from New York over ABC Television Network.

Class 2. Cultural: Drama, Art, Science, Literature, Etc. First Award: *CBC Folio,* to the Canadian Broadcasting Corp.; telecast from Toronto over CBC Television Network. Honorable Mention: *Scope,* to CBC; telecast from Toronto over the CBC Television Network.

Honorable Mention. *NBC TV Opera Theater,* to NBC; telecast from New York over NBC Television Network. Special Award. *Wide, Wide World,* to NBC; telecast from "all over" over NBC Television Network.

Class 3. Public Affairs: Issues, Problems, Documentaries, News Interpretation, Etc. First Award. "Assignment: India," to NBC; telecast from specially prepared film over NBC Television Network. Honorable Mention: "Nightmare in Red," to NBC; telecast as a one-time program from New York over NBC Television Network. Honorable Mention: *Adventure,* to the Columbia Broadcasting System and the American Museum of Natural History; telecast from New York over the CBS Television Network. "The Big R," to Westinghouse Broadcasting Company, Inc.; telecast from White House Conference on Education over Westinghouse stations. *Industry on Parade,* to National Association of Manufacturers; telecast over 260 U. S. television stations.

Class 4. Dealing With Basic Freedoms. First Award. "One," in the series *Kraft Television Theater,* to NBC; telecast from New York over NBC Television Network.

Class 5. Systematic Instruction: Telecourses, Etc. First Award. Tomorrow's Careers, to Public Affairs Dept., ABC and the Johns Hopkins University; telecast from Station WAAM-TV Baltimore, over ABC Television Network. Honorable Mention: *It's Baby Time,* to Laufman Film Productions Inc., and the American Medical Assn.; telecast from film over various stations.

Class 6. Children and Youth (Out-of-School Listening). First Award: *The Friendly Giant—II,* to University of Wisconsin Television Laboratory and the Educational Television and Radio Center; telecast from Station WHA-TV Madison, by film over the National Educational Television Network. First Award: *Magic of Music,* to CBC; telecast from Ottawa over CBC Television Network. Honorable Mention: *Almanac,* to Station KETC, the Missouri Conservation Commission and the Educational Television and Radio Center; telecast from Station KETC St. Louis, by film, over National Educational Television Network. *Captain Z-Ro,* to Captain Z-Ro Productions Inc.; telecast from film over 21 U. S. stations. *The Finder—II,* to Station KETC and the Educational Television and Radio Center; telecast from Station KETC St. Louis, by film, over the National Educational Television Network. *Zoo Parade,* to NBC; telecast from various points over NBC Television Network. Special Award: *Disneyland,* to ABC and Walt Disney Productions; telecast from film over ABC Television Network.

Class 7. School Telecasts (For Use in School Classrooms) No Awards.

Group II. Local and Regional Stations or Organizations

Class 1. Special Interest Groups: Women's, Agriculture, Religious, Etc. First Award. *Time for Youth,* to San Francisco Youth Association and Station KRON-TV; telecast over Station KRON-TV San Francisco.

Class 2. Cultural: Drama, Art, Science, Literature, Etc. First Award: *WRCA-TV Workshop,* to Station WRCA-TV; telecast over Station WRCA-TV New York. Honorable Mention: *Doctor's Digest,* to University of Minnesota and Station KEYD-TV; telecast from Station KEYD-TV Minneapolis. Honorable Mention: *Operatic Telecasts,* to Indiana University Radio and Television Service and Station WTTV; telecast over Station WTTV Bloomington.

Class 3. Public Affairs: Issues, Problems, Documentaries, News Interpretation, Etc. First Award. *Eye on Chicago,* to Station WBBM-TV; telecast over Station WBBM-TV Chicago. Honorable Mention: *Operation Tuberculosis,* to King Broadcasting Company; telecast as a one-time program over Station KING-TV Seattle; *Focus on Delinquency,* to Station KNXT; telecast over Station KNXT, Los Angeles.

Class 4. Dealing With Basic Freedoms. First Award. *Man of the Year,* to Station WRCA-TV in cooperation with the *Saturday Review:* telecast over Station WRCA-TV New York.

Class 5. Systematic Instruction: Telecourses, Etc. First Award. *Live and Learn* (Governments and Human Nature), to Station WNBQ and the University of Chicago; telecast over Station WNBQ Chicago.

First Award: *Shakespeare on TV—Dr. Frank C. Baxter,* to Station KNXT and the University of Southern California; telecast over Station KNXT Los Angeles.

Class 6. Children and Youth (Out-of-School Listening). First Award: *Wunda Wunda,* to King Broadcasting Company; telecast over Station KING-TV Seattle. First Award: *The Art Cart,* to the Houston Independent School District and Station KPRC-TV; telecast over Station KPRC-TV Houston. Honorable Mention: *On the Carousel,* to the New York City Board of Education and Station WCBS-TV; telecast over Station WCBS-TV New York.

Class 7. School Telecasts (For Use in School Classrooms) First Award: Man's Story, to Seattle Public Schools, Seattle Art Museum, and Station KCTS-TV; telecast over Station KCTS-TV Seattle. Honorable Mention: *Everyone's an Artist,* to Philadelphia Public Schools and Station WFIL-TV; telecast over Station WFIL-TV Philadelphia.

Exploring the Fine Arts, to Philadelphia Public Schools and Station WFIL-TV; telecast over Station WFIL-TV Philadelphia.

PART II. RADIO AWARDS

With the exception of "One-Time Broadcasts," all awards are given to program series, not to individual programs. Series were judged in ten cooperating centers, one for each program class. Centers, coordinators, judges, and summarizers are given following the lists of prize-winning series.

Group 1. Programs Heard Nationally by Network or Transcription

Class 1. Special Interest Groups: Women's, Agriculture, Religious: First Award: *Pilgrimage,* to ABC and the National Council of Churches of Christ in the U. S. A.; broadcast from New York over the ABC Radio. Honorable Mention: *Church World News,* to the United Lutheran Church of America; broadcast from transcription over approximately 60 radio stations.

Class 2. Cultural: Drama, Science, Literature, Music (Not Straight Music). First Award: *CBC Wednesday Night,* to the Canadian Broadcasting Corp.; broadcast from Toronto over Trans-Canada Network of the CBC. Honorable Mention: *Tales of the Valiant,* to the University of Michigan Broadcasting Service; broadcast from WUOM Ann Arbor, over the National Association of Educational Broadcasters Tape Network: *The World We Live In,* to the ABC and Sherman Dryer; broadcast from New York over the ABC Radio Network.

Honorable Mention: *Biographies in Sound,* to NBC; broadcast from New York over NBC Radio Network.

Class 3. Dealing With Personal and Social Problems: First Award: *Disaster!* to ABC and the American National Red Cross; broadcast from New York over the ABC Radio Network. Honorable Mention: *The Hour of St. Francis,* to The Hour of St. Francis; broadcast over 600 radio stations.

Class 4. Public Affairs: Forums, Round Tables, News Interpretation: First Award: *Age of the Atom,* to CBS; broadcast from New York over the CBS Radio Network. Honorable Mention: *United Nations Radio Review,* to United Nations Radio; broadcast from United Nations over various networks and independent stations; *Meet the Press,* to NBC; broadcast usually from

(Awards continue on page 141)

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All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

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RADIO

Help Wanted

Managerial

Kentucky daytimer needs manager, manager-first phone, combo-first phone, also salesman with some announcing. Box 931F, B•T.

Need radio station manager with proved sales ability, for network station in southwestern competitive television market. Good living conditions. Real opportunity for permanent capable man. No floaters. Complete details including snapshot and beginning salary. Box 145G B•T.

We have an outstanding opportunity and situation to offer a capable sales manager, or assistant, who is also a hard hitting salesman. We are second to none in the Baltimore area. Box 300G, B•T.

Salesmen

Southwestern network radio station needs permanent capable man who can sell in competitive radio and television market. Excellent opportunity for right man. Send complete details, including minimum salary and snapshot to Box 144G, B•T.

Experienced radio salesman for Florida 5kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average pay please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Salesman or sales manager for New England's best advertising buy. Good guarantee plus 5 figure opportunity. Box 301G, B•T.

Salesman who can produce. Guarantee against commission. KCHR, Charleston, Missouri.

Add two salesmen under 35. Pay and chances for advancement above average. Photo, details WABG, Greenwood, Mississippi.

Salesman experienced, aggressive with ideas, 1000 watt Michigan daytimer, guarantee and bonus. Excellent potential. Photo, age, experienced references. Detroit Office WDOG, 316 Michigan Avenue, Detroit, Michigan.

RADIO

Help Wanted—(Cont'd)

Salesman

Experienced time salesman for WJCM, Sebring, Florida. Good salary and commission. Will interview in Washington, D. C., if necessary. Apply WJCM, Sebring, Florida.

Two top salesmen under 35 to settle down in model city Kingsport, expand with 7-station organization. Starting $100.00 weekly. Replies confidential. Photo, details WKIN, Kingsport, Tennessee.

Announcer-salesman. Will teach sales if good announcer. Salary, commission, profit sharing. Earn up to $100 week. WPAZ, Pottstown, Pa.

Two salesmen, starting $100 weekly. Advance rapidly as member 7-station organization. Replies confidential. Photo, details WPLH, Huntington, West Virginia.

Experienced salesman only for leading station in Michigan's 2nd city. Must be aggressive, top-notch calibre. We are only interested in men who have reached their peak in their present market and are now interested in moving into a large market. We'll give an excellent deal to the right man. Send full resume in first letter to WTAC, 740 S. Saginaw, Flint, Michigan.

Live wire salesman willing to work. Potential unlimited. He will make as much as ability permits. Airmail special details Box 1369, Odessa, Texas.

Immediate opening experienced time salesman at Louisiana radio station. Write Box 1489, Alexandria, La.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Announcer with above average ability for above average small station in the east. Our staff has an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B•T.

ANNOUNCERS —TOP PAY

Yes, announcers demand top pay and get it—announcers with first class tickets. If you are ambitious to increase your earning power—or a beginner who needs that first big break—a first class FCC license is your ticket to success. Grantham School of Electronics, a nationally famous school *specializing* in FCC license training can prepare you *quickly* and *easily* to pass that all-important FCC examination.

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If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

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FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

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Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

RADIO

Help Wanted—(Cont'd)

Announcers

Chief engineer—announcer—opportunity at growing successful fulltime station in medium-size southern city; excellent working conditions. Send complete resume with audition tape. Box 120G, B•T.

Announcer, personality disc jockey. Pennsylvania kw daytime. Ability and voice more important than experience. Box 227G, B•T.

Announcer or salesman with first ticket needed in central Minnesota network station. Immediate opening. Box 245G, B•T.

Announcer, 1st phone, wanted by daytimer, 60 miles from Los Angeles, permanent, send tape, resume. Box 260G, B•T.

Solid selling DJ for 5kw fulltime station in major Ohio market with music, news, sports format. Will pay for right man. Send tape, picture, background with first reply. Also need air newsman and reporter. Box 267G, B•T.

Immediate opening: Experienced all-around versatile announcer for key air-man. Bright, animated delivery. $85.00 or more to right man. No tv or other great opportunities. A good paying job for a practical professional who knows and likes a small town. Good working conditions in a pleasant small city with degree of security and permanence. Employment record should show stability. Airmail audition tape with brief news and several commercials along with letter giving background and employment record to Manager Radio Station KATE, Albert Lea, Minnesota. Replies confidential.

Need immediately — announcer with 1st class ticket. Also good copywriter (male or female). Top salary to qualified personnel. Write, wire or call A. L. Andersen, General Manager, Radio Station KDSN, Denison, Iowa.

Due to expansion, need additional qualified announcer for network station. Excellent opportunity. Prefer southwestener or midwesterner. Complete details should include picture, minimum salary, tape. Manager KSWS, Roswell, New Mexico.

Chief engineer-announcer. 40 hour week. Off Sundays. Announce only 2 hours early morning and relief. Right man offered $5000.00 annual salary. Apply letter KTNM, Tucumcari, New Mexico.

Housewives, grownups, and sponsors love our present mid-morning disc jockey . . . but, Uncle Sam loves him even more. You can replace him if: You can play music for an adult audience . . . You have "commercial" taste . . . You have a smooth mature delivery . . . If you like sponsors enough to adlib their messages from the heart. We'll guarantee $5,000 plus to the man who can keep our salesmen busy taking orders. Send everything first letter . . . resume . . . half-hour tape . . . picture . . . you may be called to appear for a personal interview, if your experience and style warrant. Don Lasser, WICH, Norwich, Connecticut.

Announcer, 1st phone. Shirtsleeve climate, central Florida. Progressive and growing market. WLBE, Leesburg, Florida.

We have an excellent position to offer you providing you are a good disc jockey, can sell on the air and hold a first class ticket. This is one of the finest jobs in the state of Indiana. The salary is open, depending on your ability. We will pay for what we get. If you can get along with people and your morals are of a high calibre please contact John Carl Jeffrey, Radio Station WIOU, Kokomo, Indiana.

Experienced announcer with 1st class license to do early morning announcing shift and serve as chief engineer of fulltime 250 watt station. Ideal community and fine station operation. WPNF, Brevard, North Carolina.

Good opportunity for announcer-salesman or engineer-salesman with announcing ability. Good guarantee and commission. Tape-photo-resume to Bob Harris, Box 1779, Pampa, Texas.

Technical

Engineer-announcer or engineer-salesman for 1kw daytimer in south. Box 251G, B•T.

Established Florida west coast tv station needs experienced studio engineer with maintenance experience. Send complete resume and picture to Box 252G, B•T.

First class engineer-announcer. Must be able to maintain 250 watt station. $75.00—48 hours. Box 264G, B•T.

Young man wanted from New York-New Jersey area to help construct chain of radio stations on eastern coast and become chief engineer. Chance to get in on ground floor. Box 278G, B•T.

AT LAST!

HELP WANTED
Experienced, reliable Broadcasting personnel. Must be able to assume responsibility. Write Box 167.
SITUATION WANTED
Man with proven sales and programming record. . . . Mature, stable. Looking for opportunity to grow with station. Write Box 168.

you can break the age-old, time consuming, expensive habits of finding Radio - TV personnel and jobs....

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M. E. STONE, Mgr.:

I'm interested in learning more about National's Nationwide employment service for the Broadcasting industry. Please rush me further information (without any obligation on my part, of course).

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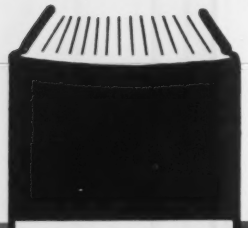
Mailing address_____

City_____ State_____

Interested in service as ☐ Employer ☐ Prospective employee.



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5th Floor, 1627 K St., N. W.
Washington, D. C.

AN INDUSTRY-WIDE NATION-WIDE RADIO-TELEVISION EMPLOYMENT SERVICE

RADIO

Help Wanted—(Cont'd)

Technical

Engineer: First phone, GE am-fm transmitters, remote controls. No announcing. Good hours, pay. Send particulars to Manager, WCNB, Connersville, Indiana.

Needed: First class operator or combo man. Radio station WFNC, 1009 William Clark Road, Fayetteville, North Carolina. Write Chief Engineer giving experience and salary required.

Wanted: Radio engineer first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Programming-Production, Others

News editor for editing news wire, gathering, reporting local news, very little board work; excellent opportunity on progressive fulltimer in expanding southern market. Send photo and resume with audition tape. Box 121G, B•T.

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experienced male or female. Lets exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Continuity writer, traffic, office, 1000 watt Michigan daytimer, $80.00 weekly to start, great potential. Send sample copy, photo, age, experience, references to Detroit Office, WDOG, 316 Michigan Avenue, Detroit, Michigan.

Position open for experienced female continuity writer. Send sample script, references, photo. Address General Manager, WLAC-Radio, Nashville, Tenn.

Situations Wanted

Managerial

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Want working manager. Honestly versatile, energetic. Percentage basis. 10 years engineer, announcer, program, sales. 35. Family. Presently midwest sales. Seek reasonable potential and permanency. Prefer Rockies or southwest. Consider others. Box 246G, B•T.

Manager—who really knows radio. Hard hitting with plenty practical sales helps. Excellent character, interested only in sound organization. Available May 1st. Box 257G, B•T.

Manager—result producer, long experience. Wants to locate in pleasant city about ten thousand or so. Where he can personally know most accounts. Manage, sell and operate efficient station. Box 258G, B•T.

Successful young manager . . . and wife . . . want small market station to run. Salary-commission. Prefer daytimer. Box 275G, B•T.

15 years experience, radio and tv, network and independent. Desire change from present radio position. excellent reasons. Box 279G, B•T.

Experienced general manager available. Top record (am-tv) in one of the top markets. Box 302G, B•T.

Salesmen

Salesman—presently employed with ten years experience in both television and radio wants West Coast position. Thirty-three years old, reliable, sober with best references. Box 255G, B•T.

Interested in sales or sales managerial position. Network and independent experience, both radio and tv. Box 280G, B•T.

Announcers

Announcing school graduate. Single, willing to travel, seeks employment in small station. Salary no problem. News, sports, DJ, board, tape. Write Box 915F, B•T.

3 months parttime announcer, salesman, with board experience, age 24, single, references, draft exempt. Box 248G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

First phone, announce DJ, news, plus ability to maintain your equipment. Presently employed C.E. One year fulltime 250 watt network affiliate. Single, 28. Box 254G, B•T.

Experienced announcer-DJ. Young, willing and affable. Music my specialty. Box 256G, B•T.

Good music—mature first phone combo, highly dependable, now employed, wants permanent place with good music station. Excellent news, commercials, commentary. Experienced and good at serious music. Tape, references on request. Box 261G, B•T.

Announcer. 19 months staff experience. Desire opportunity in East. 3rd class ticket. Box 262G, B•T.

Announcer-recent broadcasting school graduate. Married, 28, draft exempt. Prefer Maryland, will relocate. Available June first. Box 268G, B•T.

Six months experience. Cambridge graduate. Desire permanent position with future. Ambitious. Excellent background. 3rd ticket. Experience more important than salary. Box 270G, B•T.

Top-flight staff, DJ, 4 years experience, married, college education, desires position in metropolitan area. Strong on easy-going, listenable, pop shows, news and classics. Box 276G, B•T.

Radio-tv announcer: Seeking position with future and stability. Metropolitan markets only. Eight years experience in am and tv. Presently employed. B.S. degree in radio and tv. Tape, resume on request Box 277G, B•T.

Experienced announcer, currently employed 1000 watt independent. Prefer late evening or overnite shift. Minimum $75. Box 281G, B•T.

Sportscaster, 8 years experience, desires move to dry climate, Arizona preferred. Box 283G, B•T.

Classical music announcer. Two years experience. Pathfinder graduate. Clean fine delivery. Tape upon request. Also consider station that programs part of day to good music. Friendly, dignified commercials, news. Single. College. 3rd phone. Requires congenial atmosphere. Available immediately. Box 284G, B•T.

Top DJ available. With my experience, format, and personal touch, I can give you the top DJ show in your locale. My format, style appeals to adults as well as teenagers. If your are interested I'll come for personal interview. Box 288G, B•T.

Experienced, married, presently employed one of nation's top markets. Ten years news, sports, DJ, staff, net and indie. No hurry to change, want right spot on this move. $125. Let's exchange details. Box 289G, B•T.

Announcer: DJ and commercial personality, authoritative news. 3rd class license. Single. Travel. Available immediately. Tape. Box 293G, B•T.

Platter spinner; sportscaster; newsman; veteran; single; tape on request. Box 295G, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 296G, B•T.

Announcer - program director, currently employed, desires staff announcing position in Minnesota or Wisconsin. Background experience of seven years in radio includes news and special events. Box 298G, B•T.

Young experienced announcer-DJ. Desire nite-shift position. Charlie Doll, 907 Clinton Street, Hoboken, N. J. HO 4-9976.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced DJ, announcer seeks position with future. You may have it. Single, good voice, smooth delivery. Buddy Gibson, 16 Madison Avenue, Yonkers, N. Y. YO 3-1021.

Sports director regional indie. Seeks advancement. Vivid play-by-play. 8 years experience. News, DJ, operate board, 1st phone. Married. Highest references from present employer. Ernest Golieb, WTVB, Coldwater, Michigan.

Announcer: News, commercials, DJ, reliable, ambitious, single, 26, veteran, available immediately, will travel. Contact: Richard Grace, 20 Church Street, Greenwich, Connecticut. Phone: Normandy 1-8425.

Young negro disc jockey seeking job in radio; willing to travel. College background. Further information write: Fred McMorris, 7415 S. Rhodes Ave. Chicago 19, Illinois.

Would you like to have a great gal working for you? New program policy necessitates her leaving or she wouldn't be avilable. Has dynamic personality shows in her DJ work. Excels in remotes. Works with people terrifically. Manager, WTAC Flint, Michigan.

Technical

Conscientious chief engineer-announcer, reliable, married, pleasant voice, five years experience, 100 week minimum, desires West Virginia or nearby. Presently employed. Box 297G, B•T.

1st phone engineer. 1 year 8 months am experience. Midwest preferred, 29, married. Haven't announced. F. Jones, 404 Clark, Goodland, Kansas. Tel. 2082.

Programming-Production, Others

Here's the right Negro girl for radio and tv! **Experienced. Single. Will travel. Box 555F, B•T.**

Experienced news editor: Last five years top-rated metropolitan tv—5kw newscaster. Establish newsroom, contribute experience existing facility. Favorite sport . . . scooping newspapers. Excellent voice, references, newspaper background. Employed, 32, college. Box 947F, B•T.

College grad with 2½ years experience as copywriter and parttime announcer wants to get into news work. Single, 26. Prefer California, Arizona, New Mexico or midwest. Available now. Box 190G, B•T.

Newsman—5 years experience—desires work on regional radio station. Top reporting, air work. Tape, resume on request. Box 259G, B•T.

Mature, versatile newscaster, announcer. Excellent record. Showmanship know-how. Want larger market. Ten years same station. News, special events, commercials, music. Family. Box 273G, B•T.

TELEVISION

Help Wanted

Managerial

Station manager wanted for moderate size vhf in southwest now making money. Should be experienced in sales and know-how to operate economically. Station now making money. Liberal salary and percentage. Box 101G, B•T.

(Continued on next page)

2 Openings At California VHF

KSBW-TV, Salinas, California, 3 network vhf needs thoroughly experienced versatile switcher (TD). Must have first class ticket. Knowledge of creative spots and programming helpful. Also need versatile announcer. Send all information, complete background and photo first letter. Announcer send tape (7½ rpm). KSBW-TV, P. O. Box 1651, Salinas, California.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Help wanted—Great market, fine station, NBC-TV affiliate, terrific potential. Need young aggressive experienced television salesman who wants to make a lot of money as sales manager. Send complete details, full story, beginning salary. Box 266G, B•T.

Announcers

Tv announcer, versatile, experienced young man for teen show, children's show and commercial work. Experience and top recommendations a must for large Michigan vhf major market with network affiliation. Send photo, tape and resume. Good salary to right man. Box 233G, B•T.

Prominent tv station has immediate opening for announcer with commercial tv experience. Reply in first letter giving background, references, etc. to Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian Street, Indianapolis, Indiana.

Technical

Transmitter engineer wanted for GE 50kw Channel 10 CBS affiliate. Job located 8 miles south of town of 5,000. $125 for 5 day week. Tv transmitter experience required, with GE vhf or uhf preferred. Contact Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

Immediate opening for video engineer. Must be experienced all phases studio operation. DuMont equipment . . . Chuck Stanton, KOAT-TV Albuquerque, New Mexico.

Studio supervisor. RCA equipped. Maintenance and operation. 1st phone. Non-commercial educational station. Apply to C. E. LaFond, Chief Engineer, WKNO-TV, 268 Jefferson Avenue, Memphis, Tennessee.

Programming-Production, Others

Gal Friday for tv traffic, California vhf. Continuity experience necessary. Send photo, references, salary required and sample copy. Box 247G, B•T.

TELEVISION

Situations Wanted

Salesmen

Tv sales opportunity desired. 5 years tv network production experience. Currently radio sale manager. Box 282G, B•T.

Announcers

Tv trained, first phone. 2 years midwest regional indie. Employed. Journalism degree. Want am with tv opportunity. Married. Vet. Box 272G, B•T.

Technical

Chief engineer desires change. Tv, am, fm. Vhf, uhf, high-low power, construction, operation, maintenance. Practical and conservative. Desire permanent position. Go anywhere. Box 274G, B•T.

Programming-Production, Others

Tv trained, first phone. 2 years midwest regional indie. Employed. Journalism degree. Want am with tv opportunity. Married. Vet. Box 100G, B•T.

Four years directing! . . . commercials—news—variety—remotes—dramas! Free lance announcer-emcee! Available June! Permanent! Desires metropolitan location! Box 197G, B•T.

Advertising-promotion-publicity manager. Versatile, strong on ideas, fast on the draw. Currently employed with major radio-tv stations in the east. Produced prize-winning results with small budget. Can tailor copy for high-minded pitch or hard-sell, write on-the-air promotionals and public service that sound fresh and new. Knows production in ads, direct mail, booklets, billboards, transit cards. Want a job with less protocol than present one. Background of four years in "big city" radio-tv, three years of newswriting, one year feature writing. Family man, will travel to position with stable future. Box 225G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Vhf continuity director. Experienced writing and directing commercials. Also scripting and promotional writing. Seeking creative position. Box 249G, B•T.

Cameraman-floorman. Married, family. 3 years experience; all studio operations. Best references. Box 250G, B•T.

Photographer desires position in Great Lakes region—Preferably Michigan. Six years tv and commercial photography experience. Extensive administrative background. Box 285G, B•T.

Program director: Ten years show business background, including 5 years television directing and five years executive experience. Staff director CBS. Box 292G, B•T.

FOR SALE

Stations

Station for sale. Need working partners. $5000 buys 10%, foothills of Rockies. KLOV, Loveland, Colorado.

Florida small market station. Can be handled with $15,000 cash. Paul H. Chapman Co., 84 Peachtree, Atlanta.

We offer one of the finest lists of radio and tv buys in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W., Washington, D. C.

HOME OFFICE
PORTLAND, OREGON

OTHER SCHOOLS

ANYONE INTERESTED

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

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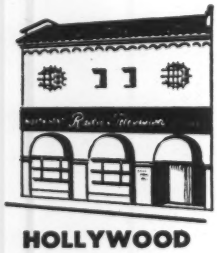

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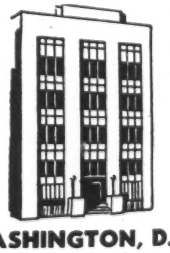

WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Equipment

Now accepting bids on RCA portable projector model TP-10, MI 26128 in good condition. Contact J. R. McKinley, KTVR, 550 Lincoln Street, Denver, Colorado.

Kay Electric calibrated mega-sweep, new condition, $350.00 RCA high frequency field intensity meter type 301-B, $400.00 Minitape tape recorder. $75.00. Chief Engineer, KVFD, Fort Dodge, Iowa.

Transcription arms: 2 RCA universal, 2 equalizers, 3 good cartridges; 3 RMC, 2 equalizers, 3 cartridges (need rebuilding); 1 WE 5A, equalizer, 2 cartridges (one good). New Weston 743 0-5 amp external thermocouple meter. Make offer. Rober Schilling, WIMS, Michigan City, Indiana.

1kw Western Electric 503 B-2 fm transmitter with Western Electric 1126-C limiter, 132 A amplifier, pre-emphasis network and Hewlett-Packard 335B fm monitor all in good condition. Write or call WLCS, Baton Rouge, La.

Gates BC-500-D 500 watt am transmitter. Excellent condition. Available immediately. Contact WMIC, Monroe, Michigan.

Miscellaneous

Unusual homes. Exciting locations. All price ranges. Bergen and Rockland counties. Oritani Real Estate, Park Ridge (N. J.) 6-2220, or Box 269G, B•T.

WANTED TO BUY

Stations

Financially qualified principals interested in buying two or more vhf television stations in east or south, markets over 100,000 populations. All answers treated confidentially. Write Box 195G, B•T.

Staff tv director with impressive news and publishing backgound wants to invest and help run community minded tv operation. Young but seasoned; new but dedicated to industry. Exchange full particulars first correspondence. Box 294G, B•T.

Statons wanted now. Private sales and independent appraisals. Texas, Oklahoma, Colorado, Kansas, Missouri, Arkansas. Ralph Erwin, Exclusive Broker of Theatres, Radio, Television properties. 1443 South Trenton, Tulsa.

Equipment

Wanted—6-16" scoops with hangers and 6-6" Fresnl spotlights with barndoors. Contact Chief Engineer, WEEK-TV, Peoria, Illinois.

Used one kw am transmitter. Must be in good condition. State best price. WMRF, Lewiston, Pa.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

Wanted: 3 bay tv antenna for channel 2. Write to XHNL-TV, Apartado 1875, Monterrey, N. L., Mexico.

SERVICES

Sell more news periods with your own foreign correspondents! Local listener and sponsor reaction will give your salesmen a proud presentation when you announce your own staff of foreign correspondents. Daily broadcasts by able newsmen abroad—personalized and pointed directly to your station . . . and you don't have to raise your rates! Broadcasts for London, Paris, Bonn, Berlin, Rome, Cairo and other news centers—tailored for your station. You can't afford to pass up this ideal, low cost personalized news presentation. Exclusive to one station in each market. Write today for details. Box 290G, B•T.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 2-E, 821 19th Street, N.W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first phone license. Personal coaching guaranteed. Speed course. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N.Y. CL 7-1366.

RADIO

Help Wanted

Salesmen

WANTED!

QUALIFIED RADIO SALESMAN

Ready to settle in Detroit area and earn $10,000 and upward each year. Liberal reward for information leading to the capture of such a critter.

Box 908F, B•T

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference requird. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

Announcer

WANTED

We're looking for the impossible.

First, a singer, good personable medium range voice—straight commercial style—read music well.

Next, same singer with DJ experience to handle hotel disc show. If this combination exists to our satisfaction there is a one-of-a-kind opportunity with unusual intermountain west operation. Your best tapes, and we mean complete samples—will tell us. $500 to start. Box 303G, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

WANTED! Traffic Mgr.

RADIO-TV

Excellent opportunity for young person to build a long-range career with one of California's leading Broadcasters. Complete charge Traffic Department. Typing 55 wpm. Shorthand helpful. Must be experienced either Radio or TV Traffic. For interview write, wire or telephone Irma Davis, Hudson 1-4631.

KCRA

310-10th St., Sacramento

Situations Wanted

Announcers

ATTENTION

MAIL ORDER STATIONS AND AGENCIES

Here is an opportunity you can't afford to miss . . . an offer that carries a guarantee that has never before been made.

I GUARANTEE TO OUTPULL ANY MAN IN RADIO

One spot . . . that's right . . . ONE SPOT will prove this outstanding claim. And it costs you nothing. You can't lose. But you must act now. This offer will not be repeated. Take advantage of this sensational chance of a lifetime. Right now . . . today . . . rush a card or letter with your name and address to . . .

THE GREATEST MAIL ORDER MAN IN AMERICA

(Presently employed by Eastern metropolitan 50,000 watt station)

Box 287G, B•T

Technical

CHIEF ENGINEER

Wants job with top-notch southern station. Responsible family man. Thoroughly experienced in all phases broadcast engineering.

Box 253G, B•T

Programming-Production, Others

ATTENTION FLORIDA

Radio-Tv Program Director, 20 years experience same city, wants post as Program Director, Continuity, Sports or Promotion Director in Florida. Now employed as PD. College graduate . . . age 45 . . . excellent health! Personal interview requested, salary open, security top consideration. Best references. Write or wire

Box 263G, B•T

TV TIME SALESMAN

Fastest growing TV station south of Mason-Dixon needs experienced local salesman. $100 per week plus 10% on collections. The top job in the station is open, wide open, and if you can do the job it's yours. No floaters, drunks or Monday morning office guards. We want know-how sales ability. 7c buys 1000 potential tv homes in America's 26th largest market with very little competition. Call or write Tim Bright, WTOV-TV Norfolk, Virginia. Export 3-5681 or Madison 7-5915.

TELEVISION

Help Wanted—(Cont'd)

Technical

CHIEF TECHNICIAN

Wanted by one of the nation's largest Community Antenna Systems, located in beautiful lakeside N. E. City.

Great opportunity for young television engineer with background in broadcasting, amplification mechanisms and television signal components.

Applicants should have 1st class license or equivalent in knowledge and experience.

Attractive starting salary and room to grow. Outline technical background and experience completely in one letter to

Box 265G, B•T

Programming-Production, Others

IDEAL OPPORTUNITY

Are you a promotion-publicity man with ideas, initiative and a desire to follow through to see a job well done? If you are, there's a good job for you in one of the Southeast's outstanding VHF stations. We need a man to head up a department that will keep this station out front. Write and give complete information about yourself, your background, experience and salary requirements. Send a small photograph. You will receive a prompt reply and your application will be kept confidential. Give us references we may check. You may then check on us.

Box 271G, B•T

NETWORKS

Situations Wanted

NETWORK NEWSMAN AVAILABLE

Nationally prominent news commentator seeks to change basic affiliate station due to personal circumstances.

Over 20 years experience; top executive and management background.

One of the nation's best air salesmen. Holds top billing at present for local territory.

Desires to stay in large metropolitan area . . . preference: New York, Chicago, Los Angeles, Washington, San Francisco.

Excellent earning record and background in all phases of radio and tv, covering all aspects of performance . . . foreign correspondent, national political campaign, special events.

Please write to Box 286G, B•T.

FOR SALE

Stations

MUZAK BUSINESS

In Northeastern State. Substantial and prosperous. Owner devoting time to other enterprises. $150,000.00.

Box 212G, B•T

INVESTORS WANTED

New firm entering into Radio and low power TV station operation looking for sincere investors. Circular upon request.

Tripex

Box 37

Bellefonte, Pa.

Equipment

FOR SALE

One 250 Watt General Electric BT1A FM transmitter, one G.E. FM frequency modulation monitor, single bay FM antenna and 300 feet coax line all for $2,200.00.

RCA 76B2 console—only $500.00.

Four Gates CB-11 three-speed transcription turntables at $75.00 each.

Two QRK 16" transcription turntables at $50.00 each.

One Magnecord PT6M spooling mechanism in portable case like new $125.00.

Two Gates 61A preamps at $20.00 each.

Two Gates SC1 power supplies at $20.00 each.

Two RCM tone arms, two LL1D heads, two UL1D heads, entire lot—$75.00.

Box 291G, B•T.

FOR SALE

Equipment

Self-Supporting Tower For Sale 270 Feet

Supports a Federal 8-Bay square loop FM antenna

Write or Call

William H. Harrison

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Over 1700 Successful Students

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We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)

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MU 2-7915

Paul Baron, Dir.: Radio-TV-Film-Adv.

Resumes welcome from qualified people.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

INTERESTED IN BUYING ONE OR MORE RADIO STATIONS. HAS TO BE NUMBER 1 IN MARKET OR ONE OF THE TOP TWO STATIONS. YEARLY GROSS BILLING TO BE A MINIMUM OF $150,000. WILL DISCUSS WITH PRINCIPALS OR BROKERS. BOX 299G, B•T

(Awards continue from page 132)

Washington over NBC Radio Network.

Class 5. Dealing With Basic Freedoms: First Award: *American Adventure* to the Communications Center, University of North Carolina, and NBC, recorded at the University of North Carolina and broadcast over NBC Radio Network. Honorable Mention: "Segregation" in the series *Cooper Union Forum*, to the Cooper Union; broadcast from Station WNYC New York, over the tape network of the National Association of Educational Broadcasters.

Class 6. Special One-Time Broadcasts: First Award: "A Great Day," to United Nations Radio; broadcast as a one-time program from New York over the ABC Radio Network. Honorable Mention: "The Greatness of Einstein," to the Canadian Broadcasting Corporation; broadcast as a one-time program from Toronto over the Trans-Canada Network of the CBC. "The Charter in the Saucer," to United Nations Radio and the BBC; broadcast as a one-time program from London and New York over many stations throughout the world.

Class 7. Children and Youth (Out-of-School Listening): First Award: *Merlin, the Storyteller*, to the Voice of America, Near East, South Asia, and Africa Division; broadcast from Voice of America stations.

Honorable Mention: *Roundabout*, to the Canadian Broadcasting Corporation; broadcast from Toronto over the Trans-Canada Network of the CBC.

Class 8. Designed for In-School Use by Pupils in Primary Grades (Approximately Grades I-III). No Awards.

Class 9. Designed For In-School Use by Pupils in Intermediate Grades (Approximately Grades IV-VI) No Awards.

Class 10. Designed For In-School Use by Pupils in Junior and Senior High School (Approximately Grades VII-XII) First Award: *Australia-Canada School Broadcast Exchange*, to the CBC and the Australian Broadcasting Commission; broadcast from Station CBL Toronto, and Station 2FC Sydney, over Mid-East Trans-Canada Network and the Australian Broadcasting Commission Network. Honorable Mention: "Julius Caesar," to the Canadian Broadcasting Corporation; broadcast from Toronto over the Trans-Canada Network of the CBC.

Group II. Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations (5 to 50 k.w.)

Class 1. Special Interest Groups: Women's Agriculture, Religious: First Award: *The Sacred Note*, to the University of Chicago; broadcast over Station WBBM, Chicago, and other midwestern stations.

Honorable Mention: *You and Your Child*, to Station WTIC; broadcast over Station WTIC Hartford, Conn.

Class 2. Cultural: Drama, Science, Literature, Music (Not Straight Music) First Award: *Music and Western Man*, to CBC; broadcast over the Pacific Network of the CBC. Honorable Mention: *Of Many Things—Dr. Bergen Evans*, to the Westinghouse Broadcasting Co.; broadcast over WBC radio stations; *Conductor's Notebook*, to the Oklahoma City Symphony and Station WKY Radio; broadcast over Station WKY Oklahoma City; *Behind the Pages*, to Station WTIC; broadcast over Station WTIC Hartford, Conn.

Class 3. Personal and Social Problems. First Award: *This Is My Story*, to Station WRCA and Federation of Jewish Philanthropies; broadcast over Station WRCA New York. Honorable Mention: *They Talked to a Stranger*, to Len O'Connor and Station WMAQ; broadcast over Station WMAQ Chicago, Ill.

Class 4. Public Affairs: Forums, Round Tables, News Interpretation. First Award: *Ear on Chicago*, to Station WBBM and Illinois Institute of Technology; broadcast over Station WBBM Chicago, Ill. Honorable Mention: *Quiz the Professor*, to Station WHA, University of Wisconsin; broadcast from Station WHA Madison, over the Wisconsin State FM Network.

Class 5. Dealing With Basic Freedoms. First Award: "The New Shoes" in the series *New World A-Coming*, to Station WMCA; broadcast over Station WMCA in New York. Honorable Mention: "Foundation of the State," to the New York State Radio-Motion Picture Bureau and New York State Commission Against Discrimination; broadcast as a one-time program on 43 stations in New York. Special Award: "The First Amendment: Core of Our Constitution," to Station KPFA; broadcast over station KPFA, Berkeley, Calif.

Class 6. Special One-Time Broadcasts. First Award: "The Fourth 'R'," to Station WOI, Iowa State College; broadcast as a one-time program over Station WOI Ames, Ia. Honorable Mention: "How Shall We Learn?" to Westinghouse Broadcasting Co.; broadcast as a one-time program on WBC radio stations; "New York '55," to Station WRCA; broadcast as a one-time program over Station WRCA New York.

Class 7. Children and Youth (Out-of-School Listening). First Award: *Junior Anthology*, to Station WRCA; broadcast over Station WRCA New York. Honorable Mention: *Ring Around a Rhyme*, to Station WINS; broadcast over Station WINS New York.

Class 8. Designed for In-School Use by Pupils in Primary Grades (Approximately Grades I-III). First Award: *What Would You Do?* to New York City Board of Education Station, WNYE; broadcast over Station WNYE New York. Honorable

The Evolution of an Award-Winning Show

WINNING of the 1955 Sylvania award for the best local education series on television topped a meteoric rise for *Your Future Unlimited* on WMCT (TV) Memphis, Tenn.

For many years Henry Slavick, WMCT general manager, had dreamed of using tv to paint career portraits of the occupational opportunities in America. As a boy, he had floundered like so many others trying to choose his own life's work.

Three years ago Mr. Slavick decided to put his idea into action. Together with Wilson Mount, program director, he presented the idea to a group of leading educators of the Mid-South. Their response was enthusiastic.

After an intensive search, Denby Brandon Jr., a native Memphian, was chosen producer-moderator of the television guidance series, aptly titled *Your Future Unlimited*.

The response, both local and national, to the first program (Aug. 10, 1952) was far beyond expectations. Letters, telegrams, phone calls poured in. Professional and business leaders, educators and trades representatives volunteered assistance. *Your Future Unlimited* was featured in editorial and news columns of area newspapers. Over 200 trades and professions asked to be represented in the series. Other television stations were given permission to copy the program for their use. Requests for scripts, tape recordings and program outlines came from all over the U. S.

An average of over 100,000 have watched the 68 presentations of *Your Future Unlimited*, equivalent to 6,800,000 career guidance conferences, the station claims. "After all," Mr. Brandon points out, "since there are 40,000 different legitimate ways to make a living in the U. S., it's no wonder that young people are confused and need guidance."

The career counseling program is featured weekly on Sunday afternoons from January to June. Each week a profession, business, industry or trade is featured. Outstanding authorities in each field, together with young people just starting out in the featured career, discuss the career opportunities. The 30-minute show is basically a question and answer type with Mr. Brandon serving as moderator. Films, charts and demonstrations are used.

Five basic questions are answered as completely as possible during each show:

1. What are the basic qualities needed for success in the career under discussion?
2. How much and what type of training is needed to get into the field?
3. How great are the employment possibilities in the field?
4. What kind of a future can a successful person expect to find in the career?
5. Where can further information be obtained relative to the career?

Young people from every locality reached by WMCT have personally told Mr. Brandon that the series has influenced their career plans. Hundreds have written expressing their appreciation and gratitude for the leadership.

Mr. Slavick credits the success of *Your Future Unlimited* to the enthusiasm of all who have had any part in it—Mr. Mount, Mr. Brandon, the board of consultants, the 360 panel guests who have appeared on the show and the large number of civic, professional, business and educational leaders who have helped. Serving on the board of consultants are Dr. Harlye F. Garrett, counselor trainer at the U. of Mississippi; Judge Elizabeth McCain, Memphis Juvenile Court; E. C. Stimbert, assistant superintendent of Memphis city schools; Dean Robert Moore, Arkansas State College; Dean A. T. Johnson, Southwestern U., and Dr. W. R. Atkinson, director of the Memphis Psychological Service Center.

PANEL guests for "Your Career in Broadcasting" show on WMCT (TV) Memphis' *Your Future Unlimited* were (l to r), H. W. Slavick, WMCT general manager; E. C. Frase Jr., WMCT chief engineer; Harold E. Fellows, president, NARTB, and Richard P. Doherty, radio-tv economic consultant.

Mention. *Rhythmic Playtime*, to the Departments of Education of Saskatchewan and Manitoba, and CBC; broadcast from Regina over stations in Saskatchewan and Manitoba.

Class 9. Designed for In-School Use by Pupils in Intermediate Grades (Approximately Grades IV-VI). First Award: *Hands Across the World*, to New York City Board of Education Station, WNYE; broadcast over Station WNYE New York. Honorable Mention: *What's News!* to the Philadelphia Public Schools, Temple University, and Station WFIL; broadcast over Station WFIL Phila. Special Award: *Standard School Broadcast*, to the Standard Oil Company of California; broadcast from transcription over a special Western network.

Class 10. Designed for In-School Use by Pupils in Junior and Senior High School (Approximately Grades VII-XII). First Award: *Listening Is Fun*, to Departments of Education of British Columbia, Alberta and Manitoba, and the CBC; broadcast from Vancouver over the Western Network of the CBC. First Award: *To Continue the Story*, to New York City Board of Education Station, WNYE; broadcast over Station WNYE New York. "The World's a Stage," to New York City Board of Education Station, WNYE; broadcast over Station WNYE New York.

Group III. Local Organizations and Local Stations (less than 5 kw)

Class 1. For Special Interest Groups: Women's, Agriculture, Religious: No First Award. Honorable Mention: *Hablemos Ingles* (Let's Speak English), to the University of Arizona and Station KEVT; broadcast over Station KEVT Tucson, Ariz.

Class 2. Cultural: Drama, Science, Literature, Music (Not Straight Music). First Award: *Behind the Scenes*, to the University of Texas and Station KVET; broadcast over Station KVET Austin, Tex.

Class 3. Personal and Social Problems. First Award: *The Child Beyond*, to the University of Texas and Station KNOW; broadcast over Station KNOW Austin, Tex. Honorable Mention: *Psychologically Speaking*, to Mrs. Lee R. Steiner and Station WEVD University of the Air; broadcast over Station WEVD New York.

Class 4. Public Affairs: Forums, Round Tables, News Interpretation. First Award: *Men Behind the News*, to CBC; broadcast over Station CBO, Ottawa.

Class 5. Dealing With Basic Freedoms. No Awards or Honorable Mention.

Class 6. Special One-Time Broadcasts. First Award: "The Survivors," to the New York State Teachers' Association; broadcasts as a one-time program over Station WFLY Troy, N. Y. Honorable Mention: "Civil Defense," to Station WICC; broadcast as a one-time program over Station WICC Bridgeport, Conn.

Class 7. Children and Youth (Out-of-School Listening). First Award: "Down Storybook Lane," to the University of Michigan; broadcast over Station WUOM Ann Arbor, Mich. Honorable Mention: "Robin Hood," to Station KPFA; broadcast over Station KPFA Berkeley, Calif.

Class 8. Designed for In-School Use by Pupils in Primary Grades (Approximately Grades I-III). First Award: "How You Talk!" to Station WTDS-FM, Toledo Public Schools; broadcast over Station WTDS-FM Toledo, Ohio.

Class 9. Designed for In-School Use by Pupils in Intermediate Grades (Approximately Grades IV-VI). First Award: "Trailblazers for Texas," to the University of Texas and Station KTXN; broadcast over Station KTXN Austin, Tex. Honorable Mention: "Music for You," to the South Dakota School of the Air; broadcast over Station KUSD, University of South Dakota, and five commercial stations.

Class 10. Designed for In-School Use by Pupils in Junior and Senior High School (Approximately Grades VII-XII). No First Award. Honorable Mention: "Tips for Pre-Teens," to Atlanta Board of Education Station, WABE; broadcast over Station WABE Atlanta, Ga.

FIVE IN RADIO-TV GIVEN SDX AWARDS

WINNERS of the 24th annual Sigma Delta Chi Awards for Distinguished Service in Journalism were announced last week by Mason R. Smith, SDX president and editor-publisher of the *Gouverneur* (New York) *Tribune Press*. Five of the 12 awards were in radio and television.

Radio-tv winners were:

Charles Shaw, WCAU Philadelphia, for Radio or Tv News Writing. Mr. Shaw was honored for his description of the reactions of 10 visiting French men and women to a major league baseball game. Judges said his "novel approach to an otherwise routine assignment displayed in an all too-infrequent enterprise on the part of local radio news broadcasters."

John Chancellor, WMAQ Chicago, for Radio Reporting. Mr. Chancellor was cited along with the news staff of WMAQ and its director, William Ray, for on-the-spot reporting of the manhunt leading to the arrest of a police killer in Chicago.

WMAQ for Public Service in Radio Journalism. The station was cited for "its unique and courageous approach to the problem of juvenile delinquency. WMAQ's program, *They Talked to a Stranger*, "engrossingly revealed causes and effects of juvenile delinquency as they apply to the young individual."

Paul Alexander and Gael Boden, KSL-TV Salt Lake City, for Television Reporting. News director Alexander and photographer Boden were honored for coverage of an airliner crash Oct. 6, 1955, into a Wyoming mountain.

KAKE-TV Wichita, Kan., for Public Service in Television Journalism. KAKE-TV was cited for devoting, over a three-day period, "a sustained, unselfish service to alleviate the suffering among victims" of the May 5, 1955 tornado which levelled Udal, Kan.

Other winners outside radio-tv included Victor Cohn, *Minneapolis Star & Tribune*, for General Reporting; James J. Kilpatrick, *Richmond* (Va.) *News Leader*, for Editorial Writing; Joseph and Stewart Alsop, Washington bureau, *New York Herald Tribune* syndicate, for Washington Correspondence; Carl T. Rowan, *Minneapolis Tribune*, for Foreign Correspondence; Richard B. Yager, *Mansfield* (Ohio) *News*, for News Picture; John Fischetti, NEA Service Inc., New York, for Editorial Cartoon; *Watsonville* (Calif.) *Register-Paniaronian*, for Public Service in Newspaper Journalism; Fletcher Knebel, *Look* magazine, for Magazine Reporting, and *Look* for Public Service in Magazine Journalism.

Pauline Frederick Winner Of Annual 'McCall's' Award

NBC News' Pauline Frederick—the only U. S. woman network news correspondent—was named last week as the "Outstanding Woman in Radio and Tv" for 1955 by *McCall's Magazine*. Miss Frederick and six other winners will receive *McCall's* Golden Mike awards at a dinner to be held in Boston April 28 in conjunction with the 1956 convention of American Women in Radio & Television.

MISS FREDERICK

The other winners—whose names will appear in the May issue of *McCall's* out today (Monday)—are Vi Stokesberry of WQAM Miami's *Queen of Hearts* program, cited for "virtually halting an epidemic of child drownings in local rockpits" through her Rockpit Ranger safety project; Marjorie King, women's director, KNBC-AM-TV San Francisco, instrumental in establishing and financing "Careers Unlimited for Women," an employment agency for women "over 40"; Lillian Lee, producer and moderator of WLWA-TV Atlanta's *Junior Court of Honor*, for "best service to youth"; Joan Crowther, star of WNCH-TV New Haven's *Nancy's Kitchen*, who sparked "a highly successful drive to replace kitchen equipment lost during the New England floods"; Maggi Byrne, star of WNBK (TV) Cleveland's *Women on Wheels* (off the air since station became KYW-TV), for "making women better and safer drivers"; Dorothy Lee Hansen, star of KGO-TV San Francisco's *Hi Time!* for teenage leadership.

D. C. Trip List Expanded For Annual VOD Winners

ALL state and territorial winners of the 1956-57 Voice of Democracy competition will be brought to Washington next February, according to preliminary plans by VOD's three sponsors—NARTB, RETMA and the U. S. Junior Chamber of Commerce.

The announcement was made last week on the eve of the 10th anniversary of the nationwide VOD contest for high school students in the 10th to 12th grades. The plan is subject to approval of the Jaycee board of directors.

Heretofore, only the four national winners have been invited to Washington where they have been greeted by the President, members of Congress and other government officials during the week of Washington's Birthday.

Participants in the contest, which gets underway next fall, are required to write and deliver scripts on "I Speak for Democracy."

Snickers Awards Presented

THE 1956 Annual Snickers Awards were presented on April 13 to five comedy personalities for their contributions to the advancement of comedy. The awards, presented by Mars Inc., Chicago, and sponsored by the Museum of American Comedy, Tuckahoe, N. Y., were made to Jerry Lewis for "creative comedy antics on NBC-TV"; Goodman Ace for the comedy writer of the year on NBC-TV's *Perry Como Show;* Art Carney for his comedy supporting role on CBS-TV's *The Honeymooners;* George Gobel for his role in "Birds and the Bees," and Nancy Walker for her Broadway play, "Fallen Angels."

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The L.B. WILSON STATION

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FOLLOW THE PROVEN FORMULA FOR LOW COST SALES IN CINCINNATI

AWARD SHORTS

John C. Pomeroy, general manager, WILS Lansing, Mich., received plaque from National Foundation for Infantile Paralysis recognizing station's "outstanding" service.

Stuart A. Lindman, WTCN-AM-TV Minneapolis, named by Junior Chamber of Commerce "most civic minded radio personality of Minneapolis for 1956."

Thomas F. O'Neil, president, RKO Teleradio Pictures Inc., Hollywood, and chairman of board, RKO Radio Pictures, received silver medal and citation of Poor Richard Club of Philadelphia for contribution to "American way of life" and role in development of entertainment fields.

F. J. Peters, chief engineer, WMRN-AM-FM Marion, Ohio, received Sparkplug award from Marion Junior Chamber of Commerce for contributions to Jaycee programs.

Arthur Godfrey, CBS, named Aviation Man of the Month by National Aviation Club, Washington, D. C.

Henry P. Johnston, president and managing director, WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala., presented plaque by Ala. Broadcasters Assn. for contribution to broadcasting and service to ABA.

WKNB-AM-TV New Britain, Conn., cited by New Britain Council of Social Agencies and Community Chest for "generosity in ideas and time" in publicizing work of agencies.

Dancer-Fitzgerald-Sample Inc., N. Y., awarded Certificate of Notable Achievement by American Public Relations Assn., for contribution to U. S. Army and Army Reserve advertising campaigns. **Department of the Army,** voted Silver Anvil trophy by APRA for outstanding public relations program during 1955.

WEWS (TV) Cleveland, Ohio, and producer-director **George A. Moore** cited by United Negro College Fund for telecasts supporting fund's campaigns.

WIBW-TV Topeka, Kan., presented scroll of appreciation by Kan. State College and Midwest Feed Mfrs. Assn. for producing film, "A New Career," explaining feed technology and being distributed to stations and schools in Midwest.

Taylor Grant, newscaster, WRCV-TV Philadelphia, named Outstanding Citizen of the Year by Phila. County Council of Veterans of Foreign Wars.

Johnny Grant, disc jockey, KMPC Los Angeles, given special citation by Gov. Goodwin J. Knight of California for work entertaining Armed Forces from California.

Frank Hennessy, disc jockey, WBAL Baltimore, to be presented Fraternal Order of Eagles' Good Neighbor Award April 24.

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WMUR-TV TO START 'NOW'

WMUR-TV Manchester, N. H., in June will launch *Now,* seven-minute program devoted to city or town within WMUR-TV's coverage area, to be telecast five a day, Monday through Friday. The series will provide hometown impact by bringing outlying communities into studio, Norman A. Gittleson, executive vice president and general manager of WMUR-TV said, and also introduce to tv small advertisers who demand local program identification. With three 30-second commercial announcements, Mr. Gittleson predicted the series will give WMUR-TV gross returns of $394,000 per year at present rates.

RAPHAEL IN COLOR ON KNXT (TV)

COLOR tv came into its own on KNXT (TV) Los Angeles yesterday (Sunday) when Raphael was the subject of *Renaissance on Tv.* The telecast, featuring California artist Rico Lebrun and Dr. Frank C. Baxter, U. of Southern California, is believed by KNXT to be the first educational program color telecast ever scheduled by a local station.

WKNB-TV MAKES QUICK COUNT

THIRTY-four minutes after it went on the air with a special 55-minute municipal election round-up this month, WKNB-TV New Britain, Conn., reported the results of the mayorality contest, beating both Democratic and Republican party headquarters to the announcement by ten minutes. So reported the station last week, saying it had turned out a reportorial task force of 60, backed up by a battery of Burroughs computing machines, to report Connecticut's only spring election.

WPIX (TV) RE-SETS 'GARDEN'

WPIX (TV) announced last week it has concluded arrangements to carry the 1956-57 sports schedule from Madison Square Garden, covering such events as the National Horse Show, Westminster Kennel Club, New York Rangers hockey games, Knickerbockers basketball games and various college basketball contests. This will be the seventh straight season that WPIX (TV) has obtained rights to the Madison Square Garden schedule.

'OPEN MIND' ON WRCA-TV

DESCRIBED as a unique effort to assign controversial topics to specific centers of learning, using "the best intellectual sources available," WRCA-TV New York will launch *The Open Mind* May 12, replacing *Princeton '56* (Sat., 6-6:30 p.m. EST). *The Open Mind* will "assign" such topics as The Nature of Communism, Homosexuality in America, Marriage, Americans' Self-Image and others to those colleges, e.g. Columbia, Yale, Union Theological Seminary, Fordham, "best equipped to interpret them for the viewer."

NBC LUCKY AT LUNCHTIME

SPOT news coverage was quickly available April 11 in Houston, Tex., when NBC News' cameraman Charles Pharis and Tom Gerrial, KPRC-TV announcer, happened to be in the Harris County courthouse cafeteria at the moment a delegation of Negroes sought to be served following a court order directing their use of the cafeteria by Federal District Judge Ben C. Connally. When a scuffle broke out among the delegation and several whites, the NBC team recorded it on film which was used that night on the network's *News Caravan.*

Sullivan's Competition?

NBC-TV star Steve Allen may be tapped by NBC as the man to out-emcee Ed Sullivan, host of the *Ed Sullivan Show,* next fall, a network spokesman acknowledged last week. Details thus far have been sketchy. NBC apparently has approved tentatively a variety program format with Mr. Allen assuming the m.c. chores in the Sunday, 8-9 p.m. NYT period. The network for some time has sought a format to compete successfully with the effective *Ed Sullivan Show.* Among considerations: retention of Mr. Allen as m.c. of *Tonight* with another comedian filling in for him at least on Monday and perhaps other week nights; a replacement for Mr. Allen on the *Tonight* programs.

DISNEY PLANS TALENT CONTEST

TALENTED youngsters in the 5-14 age group may vie for stardom on ABC-TV's *Mickey Mouse Club* (Mon.-Fri., 5-6 p.m. EST). Local auditions will be held this spring in cooperation with leading department stores, movie houses and public schools, from which eight to fifteen children will be selected to star in "Regional Junior Spectaculars." A special casting committee, headed by Walt Disney, will then choose "the most promising star" in each locality who, in turn, will get a chance to appear on the ABC-TV program as permanent cast members of "Mouseketeers."

Your BEST SALES FORCE in BUFFALO

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WMGM TEEN JAMBOREES

A SERIES of off-the-air popular music jamborees and discussions for teenagers will be held under the joint auspices of WMGM New York and the New York Public Library, starting this Thursday and continuing on alternate weeks through May 31. The sessions, not being broadcast, will be held in the library's Donnell Regional Branch.

The project will consist of talks covering various phases of the record industry by industry officials, plus playing of records by disc jockeys and other personalities. Free tickets of admission are being made available to New Yorkers at the Donnell Branch.

PAPER AIRS LAW SERIES

A SERIES of forum broadcasts, recorded at Toronto, is being broadcast over 23 Ontario stations on *The Law and Your Home*. The series was recorded at an open forum by legal experts under the auspices of the Law Society of Upper Canada and the *Toronto Daily Star*. The latter is sponsoring the broadcast versions of the legal forum.

NEW SCHOOL SHOW ON CBC

A SERIES of 15 telecasts for schoolrooms will be aired throughout Canada from April 17 to May 4 by the Canadian Broadcasting Corp. and all English-language independent tv stations on micro-wave network or kinescope. This series of schoolroom television is the CBC's second experiment with tv for the classroom, following an earlier one 18 months ago. The new series consists of programs of 10, 20 or 30 minutes length for public as well as high school classes. Some 500 schools throughout Canada will be equipped with tv receivers, in cooperation with manufacturers, to receive the programs.

'HERE AND THERE' IN CANADA

DOCUMENTARY PROGRAMS on as wide a variety of Canadian subjects as possible are being telecast weekly on the Canadian Broadcasting Corp. television network. *Here and There* is a film series for Sunday afternoons and includes such subjects as the development of a hockey player, preparing an airliner for a trans-Pacific flight, minting of silver coins, radar stations in Canada's far north, production of a metropolitan daily newspaper, a visit to a Canadian observatory, life at a Royal Canadian Mounted Police training center, an Atlantic coast shipyard, ferrying Royal Canadian Air Force fighter planes to European bases, tug boats in action on the Pacific coast, and Great Lakes iron ore freighters.

TO EXPEDITE CONVENTION FILM

CBS NEWSFILM will service clients direct from the city in which each political convention takes place, Howard L. Kany, manager, has announced. Servicing will be from Chicago beginning with the Aug. 13 opening of the Democratic Convention, and from San Francisco for the Republican Convention, starting Aug. 20. A full staff to be maintained by CBS during and several days before each convention means many stations will receive processed and edited newsfilm the same day it is shot, Mr. Kany said.

Take Your Pick

WBML Macon, Ga., has inaugurated a new program that permits listeners "to shop" for a public office holder in much the same fashion as they select household products.

Entitled *The Platform*, the program provides local voters with an opportunity to hear all the candidates for a particular office at one time.

"Now the voter can make comparisons, ask questions, match one against the other, and, we feel, make a more intelligent choice on election day," say WBML General Manager George W. Patton.

The Platform's opening show featured six candidates in the race for sheriff of Bibb County, Ga. Candidates were given 10 minutes each to present their platforms, following which News Director Milton Flack moderated what turned out to be a heated discussion. The last part of the program was devoted to questions from the listening audience. For this, WBML utilizes beeper phones and mobile remote units.

The program has been sold for 10 successive weeks to Burns Brick Co. of Macon, but the commercial value does not end here, according to Mr. Patton.

". . . because the candidates have seen evidence of our coverage and witnessed the response to the first program, we expect at least our share of paid political announcements and broadcasts during the campaign."

INCENDIARY IDEA FOR 'TNT'

AS a means of calling attention to its "TNT" package of motion picture features, National Telefilm Assoc. last week distributed to the trade press and advertising agencies giant "firecrackers" filled with candy. NTA also distributed these "firecrackers" to persons attending the NARTB convention.

CFAC PUTS OVER 'IPANA WEEK'

CFAC Calgary, Alberta, designed and developed an "Ipana Week" in Calgary recently to prove that local radio can successfully sell a national product. Don Hart, sales manager of CFAC, persuaded Ronalds Adv. Ltd., Montreal, agency for Bristol-Myers in Canada, that he could build sales for Ipana toothpaste with a sponsor-budgeted local campaign developed around prizes to merchants and organizations for the greatest number of cartons of the toothpaste turned in to the station in a one week period. Teaser campaigns by mail and on CFAC were used along with programs dealing with "Ipana Week in Calgary." Results were called phenomenal. The winning church turned in 1,339 cartons of the toothpaste gathered by church members in the week, to win the $500 grand prize.

HOTDOG RESULTS ON WIRE

KINGAN INC., Indianapolis, subsidiary of Hygrade Food Products Corp., enjoyed a 46% increase in the sale of its frankfurter products in 1955 as the result of a 10-week football contest conducted over WIRE Indianapolis, the station has reported. Kingan's agency is Caldwell, Larkin & Sidener-Van Riper Adv.

A total of 83,000 entries were received in Kingan's $15,000 "Beat the Sponsor" football contest, according to the station's latest merchandising report. Contestants were invited to pick the scores of two football games and winners of eight other contests each week, pitting them against the scores and choices of Hal Ranck, merchandising manager of Hygrade Food Products Corp. Mr. Ranck voiced his predictions on WIRE'S daily *Kingan's Klubhouse* during the pigskin season.

Prizes included Crosley clock radios, Kingan's "Meat of the Week" and two grand prizes of Pontiac automobiles, with entrants picking up blanks in food stores. Kingan also supported the contest with paid space in Indianapolis newspapers. Additionally, WIRE aired 192 "courtesy" announcements for three months promoting the contest, plus 44 other spots publicizing upcoming games.

WBZ-TV MUSTERS BALL FANS

A 1956 Buick hard top, an all-expense trip to the World Series, a season ticket to all home games of the Boston Red Sox and a full set of baseball equipment were among the top prizes given to winners of WBZ-TV Boston's "Lad and Dad Contest" which closed last week coincident with the opening of the 1956 baseball season. The contest, aimed at recruiting "little supporters" of the Red Sox, also served to promote WBZ-TV's 51-game tv schedule.

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

Tv-Less New Yorker Subdued by Tv-Wise Iowans

A NEW YORKER without a tv set is a "hick," according to William K. Zinsser, *New York Herald Tribune* movie critic, who makes a frank confession of his own "hayseed" qualities in a recent issue of *Harper's* magazine.

A year ago the critic made his first trip west of the Mississippi (to Iowa to get married). At the time, it didn't matter that he lacked a tv set, he said, because neither did the folks in Iowa.

One year can make a lot of difference. When Mr. Zinsser returned to visit his in-laws, he found a tv set in the corner of the living room "where the dog used to sleep." Immediately the Iowa "culture," via tv, began to show.

He commented on the "very chic dress" his mother-in-law was wearing. That's Dior's Y line, he was told, which she saw on *Home*. The teenage daughter put a record on the phonograph and out came a Bach fugue. "We saw Leonard Bernstein on *Omnibus*," she explained, "isn't it the most!" A far cry from the Stan Kenton progressive jazz he had expected.

"Suddenly the lights went out and my mother-in-law brought in dinner on a flaming sword. *'Shashlik Escoffier flambé,'* she announced. 'This is the way it's done in the best continental restaurants . . . Last week we had *fettuccine al Alfredo* . . . Tomorrow I'm making *Stroganoff Tsar Nicholas'*." All learned on tv.

"They talked about the exhibits we would soon be seeing [in New York] . . . and they described the new opera productions.

"The weekend left us demoralized, and we wondered if we should buy a television set so that we could keep up with the Iowans. But they have too much of a head start."

WNHC-TV BOOSTS HOME STATE

LOCAL APPEAL is the long suit of *Good Morning from Connecticut*, telecast daily from 7 to 9 a.m. on WNHC-TV New Haven. Connecticut news—from spot down to the club level, offbeat features and entertainment on the well-staffed show are paying off in ratings that have grown steadily since the program's inception last fall, the station says.

WHLM PUTS IN EYE APPEAL

VISUAL appeal for radio has been managed by WHLM Bloomsburg, Pa., on its promotional circuit. Staffers set up complete, simulated broadcasts of the station's featured shows for school and organization meetings.

WWRL PARADE PROMOTION

WWRL Woodside, L. I., was represented in a parade in New York marking Pan American Week on April 15 with a 25-foot float carrying 20 artists and members of WWRL's *Spanish Voice of the Air* program. The station also distributed to children more than 1,000 balloons carrying the imprint, "WWRL—Spanish Voice of the Air."

WNYC AIRS SPOT STOCK NEWS

IN what is believed to be the first regular radio program broadcast from the floor of the New York stock exchange, New York-owned WNYC April 16 began broadcasting closing prices of the exchange (Mon.-Fri., 3:45-3:55 p.m. EST). The quotations are read from the exchange floor by Catherine Whittemore, chief receptionist of the exchange.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

WRCA TOSSES PINK RICE

PINK rice—hundreds of thousands of grains—was sent to hundreds of prospective brides in the New York area last week by WRCA as a reminder to tune in station coverage of the Kelly-Rainier nuptials. The rice, packaged by WRCA-AM-TV's advertising, promotion and merchandising department, was reported to be "just like the stuff" WRCA's Jinx Falkenburg McCrary was to toss at Her Serene Highness Grace I as the princess left the church last week. The packets were sent to a list of brides-to-be whose marriage applications were filed at the New York Municipal Marriage License Bureau the week before the Monaco wedding.

ABC-TV FILLS SHEEN SPOT

THE Eddie Arnold Show will be a replacement effective April 26 in the ABC-TV Thursday, 8-8:30 p.m. EST time period occupied up to last week by Bishop Fulton J. Sheen's *Life Is Worth Living* series. The Arnold show will originate live from KYTV (TV) Springfield, Mo.

WPEN WELCOMES BBC'S 'JINGLE'

INVITED to the U. S. by WPEN Philadelphia to see how an American station handles the type of programming he does on BBC's "Light Programme," "Jingle" got an official welcome from Philadelphia city officials at a ceremony which also included William B. Caskey, vice president and general manager of WPEN; Murray Arnold, assistant station manager who left April 15 on a similar trip to observe radio operations abroad; Alee Sutherland, program director for the BBC in America, and John K. O'Donoghue, British Consul General in Philadelphia. "Jingle" has been guesting on WPEN shows, since his arrival.

PIEL PROMOTES NEW PACKAGE

"NOW . . . the best tasting brew comes in gold and blue." With this slogan, the Piel Brothers—Bert and Harry—are introducing U. S. beer drinkers via radio, tv and other media to Piel's new package design. The campaign was placed by Young & Rubicam, Piel's agency and creators—with UPA—of Bert and Harry with voices of Bob Elliott and Ray Goulding, MBS and WINS New York personalities.

Sam Molen, veteran KMBC-KFRM Sports Director, keeps himself in top broadcasting condition with three daily sportscasts plus several weekly sport shows and features. Personalized radio that sells as it serves!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
1st *in the Heart of America*

BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artists," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

'HONOR CITY' INTEGRATES NETWORK, LOCAL FEATURES

NBC RADIO SALUTE SKYROCKETS BILLINGS IN DEBUT ON WPTF

NBC RADIO, which initiated plans for an "Honor City of the Week" some months ago as a means of helping both the network and its affiliates, has taken a good look at the results of its first effort and liked what it saw.

Aside from promotion and added prestige for both network and affiliate, officials reported, the local billings of WPTF, whose city, Raleigh, N. C., was the first thus honored, quintupled during the week of Feb. 19-25, when the salute to Raleigh took place.

The next city to be saluted will be Memphis, during May 6-12. Eventually, NBC hopes to schedule the salutes at the rate of one a month.

Network officials expect to give details of their "Honor City" plans to NBC Radio affiliates during the NARTB convention this month. Briefly, the system works thus: a city is selected on the basis of program interest and advertiser value and, after intensive on-the-spot promotional work between network representatives and the staff of the local affiliate, it is featured in almost every conceivable way on NBC's *Monitor* and *Weekday* programs for a week. All features on the two programs such as "Weekday Companion" or "Monitor Goes To . . ." are integrated wherever possible with the city designated.

NBC expects that in the long run the device of integrating network and local features will attract new sponsors to *Monitor* and *Weekday* as well as new business to the local station (national spot as well as local) and new listeners and greater good will for both network and affiliate.

"What we set out to do with Raleigh, we've accomplished," says Martin Samit, NBC Radio's sales promotion coordinator. "WPTF now has a fabulous increase in publicity, national attention up and down the network line, increased sales, a wedge to open new local accounts, a strong follow-up story for local station sales, and a new stature."

Statistically, Mr. Samit's report is interpreted locally in the following manner: By the time the "salute" was scheduled to get under way, WPTF's president and general manager, Richard H. Mason, reported the signing of 29 additional advertisers. Twenty-two had not been on WPTF since 1941, eight had never been on the station and four had never even bought time.

A week later—Feb. 27—Vernon Cooley, advertising manager of the 15-store Milner food chain (which runs the Piggly-Wiggly Markets), who took "four network advertised products not ordinarily used in big promotion schemes" and tied them into the special promotion, reported that week-long sales for Calumet Baking Powder jumped 250%, Bayer's Aspirin 160%, Phillips' Milk of Magnesia 147% and Blue Bonnet Margarine 90%.

During the middle of the campaign—Wed., Feb. 22—the local J. C. Penney outlet in Raleigh said it had reached that *day's* anticipated sales by 11 a.m. and by Saturday had estimated a 500% jump in store-wide sales. Other merchants, ranging from hardware stores, auto dealers and loan associations to music shops, linen supplies and beauty shops, were—to use their own words—"flabbergasted," "refuted in my theory that radio couldn't sell soft goods," "surprised by the mail as far away as Montana" and "completely astounded."

The efforts both NBC and WPTF spent on promoting their "Honor City" started on Jan. 30 when—with only two weeks to go—a team of NBC programming and sales promotion specialists moved into Raleigh and began laying the foundations for the week-long campaign. Together with WPTF's sales staff, they approached the city's Chamber of Commerce, its credit and merchant's bureaus, and "pep-talked them into backing us fully;" then they called upon Mayor Fred B. Wheeler to make "Raleigh Week" a political reality by issuing a formal proclamation, urging Raleighites to tune to WPTF; they advised local merchants to let WPTF share their regular space ads, thus providing the station with "bonus promotion;" they convinced the Milner chain to tie-in food specials with the two programs, set up huge window displays, and point-of-sale promotional "gimmicks." When they were finally through, the NBC-WPTF staff found that word-of-mouth, as well as newspaper publicity, had spread the "Raleigh Story" well beyond North Carolina's borders.

When the program finally got under way, NBC listeners everywhere learned about Raleigh. When *Monitor* went to a factory, it went to a Raleigh factory; when *Weekday's* Margaret Truman (now replaced by Virginia Graham), talked recipes, they were Raleigh recipes, etc. By the time the promotion came to an end, the audience had partaken of Raleigh's historical heritage, its social habits, its political and religious activities and other phases of small city life.

The public reacted. Among the comments received by Robert W. Sarnoff and Sylvester L. Weaver Jr., NBC president and board chairman, respectively:

"We're justly proud of WPTF . . . they presented Raleigh to the nation in a fine manner," or "The capable way in which WPTF and staff handled their part of the programs certainly improved their standing in the community," or "Your salute to Raleigh caused us to have renewed appreciation of WPTF."

Other NBC affiliates have reacted too. Within the month following the Raleigh showcase, the network reported requests "from at least eight affiliates, asking to be next in line."

The line forms to the right. "We haven't yet gone beyond Memphis," says the network. As keepers of the nation's pulse—to quote one of "Monitor's" communicators—the two programs seem to be feeling around for strong sales blood pressure in the southern region of the nation's anatomy.

DISCUSSING phases of "Honor City of the Week" are (l or r) Richard Mason, president, WPTF Raleigh, N. C.; Helen Marmor, NBC's *Weekday* news editor; Al Capstaff, producer of *Monitor*, and Graham Poyner, WPTF program director.

LADY DAREDEVIL ON KPIX (TV)

LEE DICKENS, who made her name as lady daredevil on Miami, Fla., tv, is now appearing Sundays on KPIX (TV) San Francisco. The performer, who has wrestled alligators, jumped out of burning buildings and stood on airplane wings for the cameras, says in San Francisco she'd like to see what it's like to wash windows outside the "Top of the Mark" (Mark Hopkins Hotel) and possibly look at the city atop the Golden Gate Bridge.

WBRY UNSEEN WEDDING GUEST

LOU DENNIS, disc jockey on WBRY Waterbury, Conn., often asked to perform unusual chores on his all-request show, is ever willing to oblige. When a Waterbury couple asked for the "Wedding March" for their home wedding, he gladly agreed. At home the radio volume was turned up, and the couple walked altarward in step with the ceremonial music from WBRY.

SAFETY SHOW ON WAGA

A RADIO salute to high-school driver education is *Behind the Wheel* heard Saturday mornings on station WAGA Atlanta. Each week announcer Preston Charles chats with a driving teacher and pupils from a different Atlanta or DeKalb County high school, recording dedications for featured schools. The station and the AAA are promoting the show in a widespread publicity campaign.

KVOS-TV EASTER EGG SHOWER

A LOW-FLYING helicopter showered downtown Bellingham, Wash., with thousands of ping pong balls during the Easter weekend. KVOS-TV and local merchants teamed up on an Easter Egg Scramble gimmick that attracted thousands from Everett, Wash., to Vancouver, B. C. The balls contained slips for merchandise at various local firms, luring some 10,000 scramblers, according to police estimates.

KWIZ PROVES VOTER PULL

VOTERS turned out in history-making volume when KWIZ Santa Ana, Calif., held a "get registered" day in its studios April 6. Lured by refreshments, door prizes and heavy station promotion, registrants had to be turned away when studio capacity had been reached. Deputy registrars lost count of the traffic. The effort lasted from 7 a.m. until 9 p.m., with registrars staying on until 11 p.m. to finish the job.

WBRC-TV ON TOP OF TORNADO

AFTER broadcasting tornado alerts April 15, WBRC-TV Birmingham, Ala., followed up when disaster struck by turning over its entire facilities to bringing the public emergency information. Coverage of the storm, which claimed many casualties, included mobile reports, spot film, and appearances by the mayor and other officials before WBRC-TV cameras. Televised appeals were credited with calling citizens into action, and comprehensive coverage was provided by the station April 16 and subsequently.

WKY-TV MARKS COLOR BIRTHDAY

A COLOR ID birthday cake was the edible offering of WKY-TV Oklahoma City home economist Sibyl Johnson to salute the station's second anniversary of local colorcasting, April 8. The cake was an exact duplicate of WKY-TV's palette trademark.

'Miss 19' a Hit

CONTINUING promotion values have resulted from the "Miss 19 for '56" contest staged in February and March by WXIX (TV) Milwaukee, according to station officials.

Winner of the contest, Kay Ross, was featured on the cover of 75,000 WXIX booklets which were distributed to the public at the Milwaukee Home Show, at which Miss Ross appeared. Since then she has made guest appearances on tv shows, has been queen of honor at the nearby Delafield Home Show and the Ripon Food Show.

This summer, Miss Ross is scheduled to become a Sioux Indian princess at the annual Winona Indian Festival and will appear at the Wisconsin State Fair. She will be hostess this month at the grand opening of a subdivision on Milwaukee's outskirts and at a forthcoming brewery sales convention. In addition, she will act as official WXIX hostess on the air and at civic affairs throughout the year.

CLAN ANSWERS CALL OF FILM

QUICK results were in store for Farmers Bank & Trust Co., Knox, Ind., when it placed educational films in area schools. After seeing "With Interest" and "Checkmate," produced for Farmers by Hasnerl Film Productions, Knox, Ind., nine children from one family appeared at the bank window to open savings accounts.

KUMA DARE DRAWS LISTENERS

FIFTEEN quarter-hour broadcasts from Sigman's Super Market in Pendleton, Ore., were racked up by KUMA Pendleton on the occasion of the store's grand re-opening. One crowd-gathering stunt was a dare by the station m.c. to housewives to show up in bathing suits in still-cool weather. Two candidates answered the challenge and played off the tie for a prize by throwing darts at a Sigman's newspaper ad.

LENGTHY NEWS FROM KCMO-TV

TO dramatize its claim to the tallest self-supported tower in the world, KCMO-TV Kansas City mailed more than 2,000 balls of string—1,045 ft. long—to agencies, with advice to: "Wrap up the Kansas City market!"

WOLFSONS REPORT ASIA NEWS

MAKING their two-month, world-circling trip pay in programming terms are the Mitchell Wolfsons. The president of WTVJ (TV) Miami, Fla., is airmailing back color film from points in Asia, covering economic and political conditions, intervewing government leaders and natives with technical help from CBS staffers. Frances Wolfson, daughter of the station head and WTVJ employe, is assisting in shooting and editing the film.

KTVN BEGUILES NIGHT WATCHER

THIRTY kilocycles away from "alert," KTVN Columbus, Ohio, 610 kc, is capitalizing on proximity to Conelrad, 640 kc, by relaxing vigilant listeners with its all-night *Mostly Music* show. Only one anonymous sound, "her voice," breaks the medley from 1 to 5:30 a.m. Monday through Friday.

KDAF QUIZZES BORGE ON BIRDS

PIANIST comic Victor Borge, appearing recently in Kansas City., talked not about music, the food of love, but about feeding the flock on NBC *Monitor* interview originating from agriculture-conscious WDAF Kansas City, Mo. Mr. Borge, who has turned his Southbury, Conn., farm into a commercial enterprise, discussed poultry feeding with the station farm director and was presented a special formula food for the Borge birds by local feed manufacturers.

SIXTH 'SCRAPBOOK' ON SALE

THURSTON MOORE Enterprises, Covington, Ky., has published the sixth annual edition of its *All Star Scrapbook* picturing radio performers. The book sells for $1 on radio stations, with a promotional tie-in offer of a picture of the local disc jockey selling the book.

PACKAGE TV REVIEW ON KSFO

DAVE BAXTER, San Francisco adman, has answered a new calling to become a comic m.c. on KSFO San Francisco. Part of Mr. Baxter's nighttime act is a running review of three tv shows tuned simultaneously into the studio where he broadcasts.

TIRE MEN LINE UP ON KDUB-TV

KDUB-TV Lubbock, Tex., went looking for likely sponsors for its weekly *Traffic Report of the Air* and came up with three tire dealers: Woody Tire Co., McWhorter's and Shook Tire Co.

ARE YOU READY FOR DIRECTIONAL REMOTE CONTROL?

The Rust Model 108D and Model RI-136 Phase Monitor have been designed as a reliable combination to accommodate such operation when authorized by the FCC.

For more information about this remote control combination for broadcasting stations, write, wire or phone us today.

rust industrial co., inc.

130 Silver St., Manchester, N. H.
Tel. NA. 3-3596

Station Authorizations, Applications
(As Compiled by B • T)
April 12 Through April 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through April 18

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,837	2,836	225	391	164
Fm	536	531	46	23	1

FCC Commercial Station Authorizations
As of March 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,837	522	167
Cps on air	21	14	321
Cps not on air	115	12	109
Total on air	2,858	536	488
Total authorized	2,973	548	597
Applications in hearing	156	1	134
New station requests	262	4	24
New station bids in hearing	105	0	101
Facilities change requests	150	5	34
Total applications pending	788	50	286
Licenses deleted in March	0	3	0
Cps deleted in March	0	2	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through April 18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	350	96	446[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	312	311	623[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	979	337	768	548	1,317[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,040	337	802	575	1,377[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Bristol, Va.—Appalachian Bcstg. Co. granted vhf ch. 5 (76-82 mc); ERP 100 kw vis., 53.5 kw aur.; ant. height above average terrain 1,973 ft., above ground 120 ft. Estimated construction cost $442,278, first year operating cost $322,637, revenue $415,552. Post office address P. O. Box 1009, Bristol. Studio location Bristol. Trans. location 11 miles southeast of Bristol. Geographic coordinates 36° 27′ 30″ N. Lat., 82° 04′ 32″ W. Long. Trans. and ant. GE. Legal counsel Fly, Shuebruk, Blume & Gaguine, New York. Consulting engineer George C. Davis, Washington. Permittee is licensee of **WCBY Bristol.** Granted April 13.

APPLICATIONS

Bowling Green, Ky.—Sarkes Tarzian Inc., vhf ch. 13 (210-216 mc); ERP 95.6 kw vis., 57.36 kw aur.; ant. height above average terrain 699.5 ft., above ground 664 ft. Estimated construction cost $266,038, first year operating cost $200,000, revenue $230,000. Post office address E. Hillside Drive, Bloomington, Ind. Studio and trans. location approx. 3.6 miles N. of Smiths Grove, Ky. Geographic coordinates 37° 01′ 43″ N. Lat., 86° 08′ 54″ W. Long. Trans. and ant., RCA. Legal counsel A. L. Stein, Washington. Consulting engineer George Adair, Washington. Sarkes Tarzian Inc., tv equipment manufacturer, is licensee of **WTTS, WTTV (TV) Bloomington, Ind.** Filed April 16.

Greenfield, Mass.—Springfield Tv Bcstg. Corp., uhf ch. 58 (734-740 mc); ERP 18.66 kw vis., 8.4 kw aur.; ant. height above average terrain 505 ft., above ground 172 ft. Estimated construction cost $50,360, first year operating cost $90,000, revenue $100,000. Post office address 17 Pearl St., Springfield, Mass. Studio location not applicable. Trans. location Shelburne Falls. Geographic coordinates 42° 36′ 05″ N. Lat., 72° 39′ 30″ W. Long. Trans. and ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George R. Townsend, Springfield. Applicant is licensee of **WWLP (TV) Springfield.** Station will operate as satellite of WWLP (TV). Filed April 18.

PETITIONS

KBTK Missoula, Mont.—Petitions FCC requesting Commission's table of tv assignments be amended so as to substitute ch. 23 for ch. 9 in Sandpoint, Idaho; ch. 9 for ch. 8 in Kalispell, Mont., and adding ch. 8 to Missoula. Announced April 13.

Prineville, Ore.—Grizzly Tv Inc. petitions FCC requesting ch. 11 be added to table of assignments for use on Grizzly Mountain in central Oregon, and waiver of rules 3.661 and 3.687 to allow granting of petitioner's application simultaneously filed. Announced April 13.

Existing Tv Stations . . .

ACTIONS BY FCC

WTTG (TV) Washington, D. C.—Granted cp to change ERP to 50 kw vis., 25 kw aur. and make ant. changes. Ant.: 580 ft. Granted April 13.

WTVO (TV) Rockford, Ill.—Granted mod. of cp to change ERP to 195 kw vis., 97.7 kw aur., and make minor ant. changes; change studio location from "To be determined," Rockford, to trans. location at N. Meridian Rd. at W. State St. and waived Sec. 3.613 b) of rules. Granted April 9.

WTOK-TV Meridian, Miss.—Granted mod. of cp to change ERP to 316 kw vis., 170 kw aur. Granted April 12.

WQED (TV) Pittsburgh, Pa.—Granted mod. of cp to change ant. system and ERP to 25.07 kw vis., 12.59 kw aur. Ant.: 655 ft. Granted April 9.

KIMA-TV Yakima, Wash.; KEPR-TV Pasco, Wash.—Granted mod. of cp's to change name to Cascade Bcstg. Co. Granted April 13.

APPLICATIONS

KOOL-TV Phoenix, Ariz.—Seeks mod. of cp (which authorized new tv) to change corporate name to KOOL Radio-Tv Inc. Filed April 18.

WHBF-TV Rock Island, Ill.—Seeks mod. of cp (which authorized changes in facilities of existing tv) to change ERP to 50.2 kw aur., change trans. location to on U. S. Hwy. 150, 1.75 miles south of Orion, Ill., change type ant., and make other equipment changes. Filed April 18.

KPLC-TV Lake Charles, La.—Seeks mod. of cp to change ERP to 316 kw vis., 158 kw aur., and make other equipment changes. Ant. height: 440 ft. Filed April 13.

KEPR-TV Pasco, Wash.; KIMA-TV Yakima, Wash.—Seek mod. of cp (which authorized new tvs) to change name to Cascade Bcstg. Co. Filed April 13.

APPLICATION AMENDED

KOLN-TV Lincoln, Neb.—Amended to replace application filed 1-12-55 and amendment of 1-16-56. Amended April 18.

PETITION

WCBC-TV Anderson, Ind.—Petitions FCC requesting amendment of Sec. 3.606 so as to add ch. 26 to Anderson, and to delete such ch. from Indianapolis, Ind.; to delete ch. 61 from Anderson; to add ch. 77 to Indianapolis, and to issue to petitioner order to show cause why its existing cp for station **WCBC-TV Anderson** should not be mod. to specify ch. 26 in lieu of ch. 61. Announced April 13.

CALL LETTERS ASSIGNED

KREX-TV Grand Junction, Colo.—Western Slope Bcstg. Co., ch. 5. Changed from KFXJ-TV, effective May 1.

KFXJ-TV Montrose, Colo.—Western Slope Bcstg. Co., ch. 10. Changed from KREX (TV), effective May 1.

WJW-TV Cleveland, Ohio—Storer Bcstg. Co., ch. 8. Changed from WXEL (TV).

WSES (TV) Philadelphia, Pa.—Philadelphia Bcstg. Co., ch. 29.

New Am Stations . . .

ACTIONS BY FCC

Scottsdale, Ariz.—Arizona Aircasters Inc. application seeking cp for new am to be operated on 1490 kc, 250 w unl. dismissed at request of attorney. Dismissed April 16.

Harrisonburg, Va.—Richard Field Lewis Jr. application seeking cp for new am to operate on 1150 kc, 1 kw D, dismissed at request of attorney. Dismissed April 18.

APPLICATIONS

Sheffield, Ala.—J. B. Falt Jr., 1290 kc, 1 kw D. Post office address P. O. Box 17, Huntsville, Ala. Estimated construction cost $13,005, first year operating cost $36,000, revenue $42,000. Mr. Falt is pres.-gen. manager, 60% stockholder of **WFUN Huntsville,** and owns **WAJF Decatur, Ala.** Filed April 18.

Casa Grande, Ariz.—ABC Service Co., 1260 kc, 1 kw D. Post office address Cameron, Tex. Estimated construction cost $13,300, first year operating cost $30,000, revenue $35,000. Principals include equal partners **E. Glenn Abercrombie,** owner of **WEGA Newton, Miss.,** manager, 15% stockholder of **KMIL Cameron, Tex.; Milton F. Brown Jr.,** 51% stockholder of KMIL, owner of Herald Pub. Co., Cameron, and **N. L. Caperton,** 10% stockholder of KMIL. Filed April 18.

Fry, Ariz.—Carleton W. Morris, 1420 kc, 1 kw D. Post office address P. O. Drawer C, Lowell Station, Bisbee, Ariz. Estimated construction cost $25,400.01, first year operating cost $21,966, revenue $26,973. Mr. Morris, sole owner, is owner of **KSUN Bisbee** and **KAWT Douglas, Ariz.** Filed April 16.

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$100,000

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Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. E. Twining
111 Sutter St.
Exbrook 2-5671-2

El Centro, Calif.—Ray Lapica, 1430 kc, 1 kw D. Post office address 207 S. Hamel Drive, Beverly Hills, Calif. Estimated construction cost $15,835, first year operating cost $40,000, revenue $55,000. Mr. Lapica, sole owner, is administrative and sales consultant. **KPOL Los Angeles.** Filed April 16.

Palmdale, Calif.—Palmdale Broadcasters, 1470 kc, 1 kw D. Post office address 4488 S. W. Council Crest Dr., Portland 1, Ore. Estimated construction cost $16,176, first year operating cost $36,000, revenue $43,000. Sole owner **Harold C. Singleton** owns **KRTV Hillsboro, Ore.**; vice pres., 52% stockholder of **KTEL Walla Walla, Wash.**, and is 14% stockholder of **KITI Chehalis, Wash.** Filed April 18.

Renfro Valley, Ky.—Renfro Valley Broadcasters Inc., 1460 kc, 500 w D. Post office address Renfro Valley. Estimated construction cost $21,380, first year operating cost $36,000, revenue $48,000. Principals include Pres. **John Lair** (48%), editor of *Renfro Valley Eagle*, and Vice Pres. **Thomas Grady Hargis** (48%), account executive for Gene Autry Show. Filed April 16.

Erie, Pa.—Joseph P. Wardlaw Jr., 1570 kc, 250 w D. Post office address 130 Brady Circle, Steubenville, Ohio. Estimated construction cost $25,112.69, first year operating cost $70,000, revenue $85,000. Mr. Wardlaw is air force lt. Filed April 18.

Manassas, Va.—Washington Bcstg. Co., 1460 kc, 500 w unl. Post office address 2000 P St., N. W., Washington, D. C. Estimated construction cost $26,000, first year operating cost $36,000, revenue $42,000. Applicant is licensee of **WOL-AM-FM Washington, D. C.,** and **WDOV, WDOX (FM) Dover, Del.** Filed April 13.

Bellevue, Wash.—Northwest Broadcasters Inc., 1540 kc, 1 kw unl. Post office address 6609 White-Henry-Stuart Bldg., Seattle, Wash. Estimated construction cost $20,402, first year operating cost $55,000, revenue $65,000. Principals include Pres. **Perton Glant** (7.5%), account executive of **KJR Seattle** and 25% owner of investment firm (Ampac Trading Co.); **Samuel Glant** (12.5%), partner in scrap iron firm and 50% owner of Ampac; Treas. **Irving Glant** (7.5%), 25% Ampac owner; Secy. **Gilbert A. Wellington** (12.5%), 50% owner of Penman-Neil Adv. Agency; Vice Pres. **Stanley Sulman** (12.5%), real estate and record distributorship interests; Ampac (47.5%). Filed April 18.

Milwaukee, Wis.—Beacon Bcstg. System Inc., 580 kc, 500 w unl. Post office address 3452 N. Hackett Ave., Milwaukee. Estimated construction cost $57,282, first year operating cost $138,085, revenue $152,734. Principals include Pres.-Treas. **Paul Thomas Foran** (44%), student, and Secy. **Lawrence J. Foran** (12%), automobile dealer. Corp. has tentative plans for employment of general manager who will purchase balance of 44% of capital stock, temporarily held as treasury stock, when station starts operations. Filed April 16.

Fairbanks, Alaska—Radio Anchorage Inc., 1240 kc, 250 w unl. Post office address P. O. Box 1960, Anchorage, Alaska. Estimated construction cost $8,000, first year operating cost $72,000, revenue $84,000. Radio Anchorage Inc. is licensee of **KBYR Anchorage, Alaska.** Filed April 13.

APPLICATIONS AMENDED

Pine Bluff, Ark.—B. J. Parrish application seeking cp for new am to operate on 540 kc, 1 kw unl., DA-N, amended to make changes in DA system. (Contingent on **KOTN Pine Bluff** move to Brinkley, Ark.) Amended April 16.

Jacksonville, Fla.—Robert Hecksher application seeking cp for new am to be operated on 550 kc, 1 kw D, amended to change frequency to 1600 kc, power to 5 kw, and install DA. Amended April 16.

Howell, Mich.—Livingston Bcstg. Co. application seeking cp for new am to operate on 1350 kc, 500 w D amended to change trans. location to W. Mason Rd., approx. 1.8 miles from Howell city limits. Amended April 16.

APPLICATIONS RESUBMITTED

Bucyrus, Ohio—Bucyrus Enterprises Inc. resubmits application seeking cp for new am to operate on 1010 kc, 250 w D, employing DA. Resubmitted April 18.

Slaton, Tex.—Star of the Plains Bcstg. Co. resubmits application seeking cp for new am to operate on 1050 kc, 250 w D. Resubmitted April 16.

Existing Am Stations . . .

ACTIONS BY FCC

WGSV Guntersville, Ala.—Granted cp to change ant.-trans. location and operate trans. by remote control. Granted April 9.

WNAB Bridgeport, Conn.—Application seeking cp to change ant.-trans. location from rear of 60 Main St. to Reservoir and Wilkins Ave., Bridgeport, returned. Incorrectly signed. Returned April 16.

WCUM Cumberland, Md.—Granted request for cancellation of license and deletion of call letters, effective April 4. Announced April 17.

WJMS Ironwood, Mich.—Granted permission to operate from 6 a.m. to 9 p.m. Monday through Saturday and from 7:55 a.m. to 7 p.m. on Sunday, for period of 90 days. Granted April 13.

WMIS Natchez, Miss.—Granted cp to change ant.-trans. location and make changes in ant. (increase height). Ant.: 195 ft. Action April 9.

WCRV Washington, N. J.—Granted permission to sign-off at 6 p.m., EST, during period of observance of DST from April 28 to Sept. 30. Announced April 17.

KHEN Henryetta, Okla.—Granted mod. of cp to change ant.-trans. location. Announced April 17.

KOAC Corvallis, Ore.—Granted mod. of license to change name to Oregon State College. Announced April 17.

WMYB Myrtle Beach, S. C.—Application seeking cp to change frequency from 1450 kc to 1240 kc dismissed at request of attorney. Dismissed April 18.

KIMA Yakima, Wash.—Granted mod. of license to change name to Cascade Bcstg. Co. Announced April 17.

WELD Fisher, W. Va.—Granted mod. of cp to change ant.-trans and studio location. Announced April 17.

WBEV Beaver Dam, Wis.—Granted permission to sign-off at 6 p.m. during those months when sunset falls after 6 p.m., local standard time. Announced April 17.

KANI Kaneohe, Oahu, Hawaii—Application seeking mod. of license to change main studio location from northeast of intersection of Henry Lane with Kemehameha Hwy., Kaneohe, Oahu, to Kailua Shopping Center, Room 207, Kailua Rd., Lanikai Post Office (waiver of Sec. 3.30 of rules), dismissed for failure to prosecute. Dismissed April 13.

APPLICATIONS

KOOL Phoenix, Ariz.—Seeks mod. of license to change name of licensee to KOOL Radio-Tv Inc. Filed April 18.

KGIL San Fernando, Calif.—Seeks cp to increase D power from 1 kw to 5 kw, and install DA (change from DA-1 to DA-2). Filed April 16.

WAVZ New Haven, Conn.—Seeks license to cover cp which authorized change in frequency, change hours of operation and install DA-N. Filed April 18.

WDMG Douglas, Ga.—Seeks mod. of cp to change hours from D to unl., using 5 kw. Filed April 13.

WPTZ Indianapolis, Ind.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location to Raymond St. between Sherman Dr. and S. Emerson Ave., Indianapolis; make changes in ground system, and specify studio location same as trans. Filed April 16.

WPRT Prestonburg, Ky.—Seeks mod. of cp (which authorized change in frequency, and increase power) to change ant.-trans. location and extend completion date for 90 days from date of grant. Filed April 16.

KBHM Branson, Mo.—Seeks mod. of cp to change ant.-trans.-studio location to on U. S. 65, 1 mile south of Branson, and make changes in ant., decrease height. Filed April 13.

WKBS Mineola, N. Y.—Seeks cp to increase power from 250 w to 1 kw. Filed April 16.

WVET Rochester, N. Y.—Seeks authority to transmit programs to **CFRA Ottawa, Canada,** and **CFCF Montreal, Canada,** from Red Wing Baseball Stadium, Rochester. Filed April 16.

WCGC Belmont, N. C.—Seeks cp to increase power from 500 w to 500 w N, 1 kw D; change hours from D to unl., and install DA-N. Filed April 16.

WJEH Gallipolis, Ohio—Seeks cp to increase power from 250 w tc 1 kw. Filed April 16.

WLOK Memphis, Tenn.—Seeks mod. of license to change name of licensee to WLOK Inc. Filed April 18.

WSIG Mt. Jackson, Va.—Seeks cp to increase power from 1 kw to 5 kw, and install DA. Filed April 16.

WHOA San Juan, P. R.—Seeks cp to change frequency from 1400 kc to 640 kc; increase power from 250 w to 5 kw; change hours of operation from unl. to D, and make changes in ant. Filed April 13.

APPLICATIONS AMENDED

WDAK Columbus, Ga.—Application seeking cp to change frequency from 1340 kc to 540 kc; increase power from 250 w to 1 kw N, 5 kw D; change trans. location, and install DA-N, amended to reduce N power to 500 w; change trans. location, and make changes in DA system. Amended April 16.

KNOE Monroe, La.—Application seeking cp to change frequency from 1390 kc to 540 kc; change power from 5 kw unl. to 5 kw N and 10 kw D, and make changes in ant. system, amended to make changes in DA system. Amended April 16.

CALL LETTERS ASSIGNED

KRAK Stockton, Calif.—Golden Valley Bcstg. Co., 1140 kc, 5 kw unl. Changed from KGDM, effective June 15.

KREX Grand Junction, Colo.—Western Slope Bcstg. Co., 920 kc, 1 kw D, 500 w N. Changed from KFXJ, effective May 1.

WGCS Green Cove Springs, Fla.—William F. Askew, 1220 kc, 250 w D.

WGHN Grand Haven, Mich.—Grand Haven Bcstg. Co., 1370 kc, 500 w D.

KCBY Coos Bay, Ore.—Coos County Broadcasters, 1420 kc, 1 kw D.

WBUG Waynesburg, Pa. — Commonwealth Broadcasters Inc., 1580 kc, 250 w D.

Existing Fm Stations . . .

ACTIONS BY FCC

WCBE (FM) Columbus, Ohio—Granted mod. of cp to change frequency to ch. 213, 90.5 mc. Granted April 13.

WLOG-FM Logan, W. Va.—Granted mod. of license to change ERP to 2.1 kw. Granted April 10.

APPLICATIONS

WCUM-FM Cumberland, Md.—Seeks cp to make changes in licensed station. Change ERP to 1.23 kw, ant. height above average terrain to —4 ft. Raise ant. tower to 35 ft. Filed April 18.

WCAR-FM Pontiac, Mich.—Seeks mod. of cp (which authorized new fm) to change ERP to .0368 kw; ant. height above average terrain to 113 ft., and change ant. system. Filed April 16.

CALL LETTERS ASSIGNED

KWFM (FM) Minneapolis, Minn.—Fidelity Bcstg. Co., 97.1 mc, 3 kw unl.

Ownership Changes . . .

ACTIONS BY FCC

KFAC-AM-FM Los Angeles, Calif.—Granted assignment of licenses to **Los Angeles Bcstg. Co.** Change in corporate structure only; no change in control. Granted April 17.

WQIK-TV Jacksonville, Fla.; WWOK Charlotte, N. C.—Granted assignment of license and assignment of permit, respectively, to **Carmen Macri.** Corporate change only; no change in control. Granted April 17.

WGAF Valdosta, Ga.—Granted transfer of control to Pres. **George B. Cook** for $28,000. Mr. Cook, presently a minority stockholder, will hold about 64% of outstanding stock. Granted March 21.

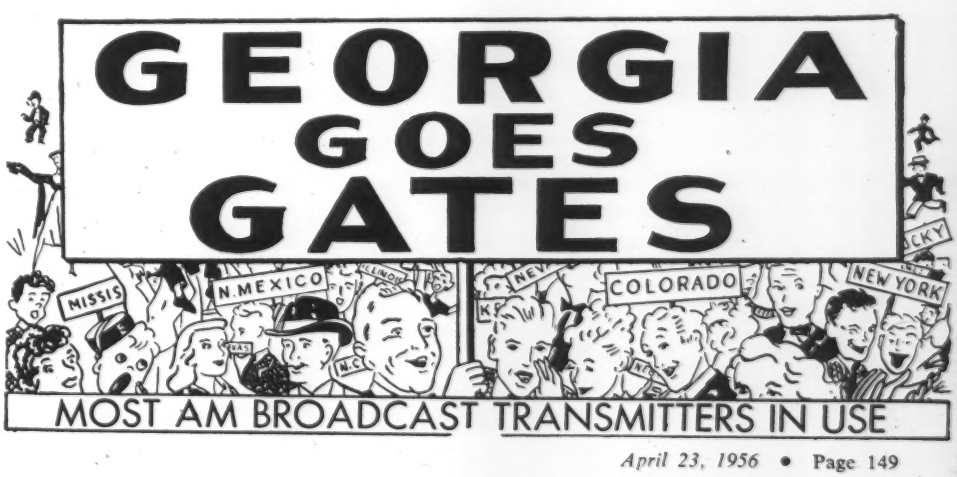
WICS (TV) Springfield, Ill.—Granted acquisition of negative control (50%) of permittee corp. by **Transcontinental Properties Inc.** and **H & E Balaban Corp.** for $20,000 in cash and assumption of liabilities. Transcontinental and H & E are each presently 34% owners of station; if transaction is approved each will retain 50% ownership. Balaban is 50% owner of **WTVO (TV) Rockford, Ill.**, and applicant for Birmingham, Ala., uhf. Granted April 17.

KSTB Breckenridge, Tex.—Granted involuntary transfer of control to present minority stockholder **Elizabeth Chapman,** executrix and sole legatee under will of **R. W. Chapman,** deceased. (Previously filed application for assignment of license to Radio Breckenridge is pending.) Granted April 17.

APPLICATIONS

KYOS Merced, Calif.—Seeks involuntary transfer of negative control to **Florence Chatterton,** executrix of estate of **C. O. Chatterton,** deceased, former manager of KYOS. Filed April 13.

WMUZ (FM) Detroit, Mich.—Seeks transfer of control to Michigan Music Co. for real estate valued at $28,141 and $25,000 cash. Some of present stockholders will be owners of station. These are: **Ruth L. Hopkins** (18.41%), **Laura G. Luscombe** (17.67%), **Robert W. Hopkins** (17.67%),



Wallace F. Hopkins (8.84%), **Richard A. Connell Sr.** (trustee for Wallace F. Hopkins) (8.84%), and **James F. Hopkins** (28.57%). Filed April 16.

KFJB Marshalltown, Iowa—Seeks involuntary transfer of control to **Hollis N. Anderson, Loraine N. Booth, Margaret N. Brown, May W. Norris, Dana W. Norris,** and **John W. Norris,** legatees named in will of **D. W. Norris,** deceased, former controller of *Marshalltown Times-Republican,* owner of all of licensee's common stock. Filed April 18.

KSMN Mason City, Iowa—Seeks assignment of license to **Land O' Corn Broadcasters Inc.** for $115,000. Land O' Corn is licensee of **KJFJ Webster City, Iowa.** Filed April 18.

WRUM Rumford, Me.—Seeks transfer of control to **Melvin L.** and **Frances M. Stone.** Agreement is for exchange of 65% of WRUM stock to Mr. Stone for Mr. Stone's stock in Rumford Pub. Co. Mr. Stone, pres., 55% stockholder of **KGHM Skowhegan, Me.,** is presenting 23% of stock to his wife, **Frances M. Stone.** Filed April 18.

KEYD-AM-TV Minneapolis, Minn.—Seek assignment of licenses to United Tv Inc. for $1.14 million and assumption of $315,452 in notes. Simultaneously filed is application for assignment of license of KEYD to Western Bcstg. Corp. for $35,000. United principals include: Chmn. of Board **Thomas P. Johnson** (32.94%), minority owner of **WENS (TV) Pittsburgh;** Pres. **Seymour Weintraub** (23.53%), over 25% owner of Flamingo Films Co. (distributor to tv), former vice pres. Motion Pictures for Tv Inc.; Vice Pres. **Larry H. Israel** (no stock), vice pres., gen. manager, 50% owner WENS (TV); Secy.-Treas. **George W. Eby** (no stock), asst. treas., minority owner WENS (TV), theatre interests; **William F. Adler** (11.77%), pres., more than 25% owner of *Tv Guide;* **Donald C. Lott** (11.77%), 3% owner WENS (TV); **Oliver Tyrone Corp.** (5.88%), owns 6% of WENS (TV) and 10% of **WMTW (TV) Poland Spring, Me.; William H. Rea** (no stock), minority owner WENS (TV), WMTW (TV), **WPOR Portland, Me.; Henry O. Rea** (2.35%), more than 25% owner of WPOR and **WABI-AM-TV Bangor, Me.; Monroe H. Long** (2.35%), chmn. of board, minority owner of Branham Co. (station representation firm); **Lewis S. Greenberg** (9.41%), vice pres. and minority owner Branham. Western principals are Chmn. of Board **James A. McKenna Jr.** (50%), lawyer; Pres. **Robert M. Purcell** (50%), executive vice pres. of Mass. Bay Tv Inc., applicant for ch. 5 in Boston, and owner of broadcast consulting business; Vice Pres. **Rex M. Lester Jr.,** gen. manager KEYD and Treas. **Edward R. McKenna,** lawyer. Filed April 18.

WNJR Newark, N. J.—Seeks assignment of license to **Great Northern Tv Inc.** Corporate change only; no change in control. Filed April 18.

WJOC Jamestown, N. Y.—Seeks transfer of control to **Harold P. Kane** for $26,922.70. Mr. Kane is buying 25.27% of WJOC stock from **Frederick E. Davis,** and will hold 50.54%. Filed April 18.

KFJI-TV Klamath Falls, Ore.—Seeks assignment of cp to **Calif.-Ore. Tv Inc.** for $30,000. Calif.-Ore. Inc. is licensee of **KBES-TV Medford, Ore.** Filed April 18.

KGON Oregon City, Ore.—Seeks transfer of negative control to **Robert J. Hartke** for $15,780 cash and $9,674 in notes. Mr. Hartke has automobile, motion picture theatre, and trailer sales interests. Filed April 18.

WJAK Jackson, Tenn.—Seeks assignment of license to **Dr. Alexander Leech** for $15,000. Dr. Leech, presently 50% owner of station, is buying remaining 50% interest from his brother **William S. Leech.** Filed April 13.

KFST Fort Stockton, Tex.—Seeks assignment of license to KFST Inc. Sole owner **George Baker** is transferring 2% interest to his wife Emily Baker and 2% to his son **Frank K. Baker.** Filed April 18.

KANN Sinton, Tex.—Seeks transfer of control to **Thomas C. Fleet Jr., Princess J. Fleet,** and **Nelle Tye Harper** for $19,470.40. Principals, each presently 16.6% stockholders, are purchasing remaining 50% of stock from **Charles W. Balthrope** and will each hold 33.3%. Filed April 18.

KWHO Salt Lake City, Utah.—Seeks assignment of license to **Reese C. Anderson** and **G. W. Peck** for $33,000. Mr. Anderson (70%) and Mr. Peck (30%) are both in insurance business. Filed April 18.

KLUK Evanston, Wyo.—Seeks assignment of license to BBH Enterprises Inc. for $25,000. Principals are equal partners Pres. **Maurice Buchen,** 25% stockholder in South Coast Bcstg. Co., applicant for am cp in Laguna Beach, Calif., gen. manager of **KFSG Los Angeles, Calif.;** Vice-Pres. **Bryant M. Harmon,** 25% stockholder in South Coast Bcstg. Co., and Secy.-Treas. **Arthur W. Bartel,** 25% stockholder in South Coast Bcstg. Co. Filed April 18.

APPLICATION RESUBMITTED

WKTL Kendallville, Ind.—Resubmits application seeking assignment of license to **Noble DeKalb Bcstg. Co.** for cancellation of $10,000 debt. **Charles R. Palmquist Sr.** and **Carl V. Shellene** will each own 33.3% of stock for satisfaction of indebtedness owed by **Charles R. Palmquist Jr.** (presently sole owner of station), who will hold remaining 33.3% interest. Filed April 16.

Hearing Cases . . .

FINAL DECISION

Bristol, Va.—FCC granted application of Appalachian Bcstg. Corp. for new tv to operate on ch. 5 in Bristol, and denied competing application of Tri-Cities Television Corp., Bristol, Tenn., also denied motion by Appalachian to strike certain specified portions of filings to initial decision. Action **April 13.**

INITIAL DECISION

WKPA New Kensington, Pa.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application for increase in power of **WKPA New Kensington,** from 250 w to 1 kw D on 1150 kc. Action April 16.

OTHER ACTIONS

New Haven, Conn.—FCC (1) denied that part of April petition by **WNHC-AM-FM-TV New Haven,** requesting action be deferred on April 5 request by **WAVZ New Haven** for authority to conduct program tests over changed facilities of WAVZ 1300 kc, 1 kw unl., but (2) granted that part of WNHC-AM-FM-TV's petition requesting action be deferred on WAVZ's application for license. Grant for WAVZ program tests is without prejudice to any action Commission may take as result of cases pending before U. S. Court of Appeals for District of Columbia Circuit. Action April 13.

Caguas, P. R.—FCC stayed effective date of initial decision which looked toward grant of application of American Colonial Bcstg Corp. for new tv to operate on ch. 11 in Caguas pending Commission consideration of (1) pleadings by Supreme Bcstg. Co. for reconsideration of Commission Feb. 23 action dismissing with prejudice its application for same facility and (2) matters of record in hearing proceeding. Action April 12.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Change List #99 **February 13, 1956**

1090 kc

St. Jean, P.Q.—(New) 1 kw ND D. Class II 2-1-57.

1290 kc

CKSL London, Ont.—(Assign. of call letters), 5 kw DA-1 unl. Class III-B.

1490 kc

CFHR Hay River, N.W.T.—(delete assign.), 250 w ND unl. Class IV.

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Routine Roundup . . .

April 10 Decisions

ACTIONS ON MOTIONS

By Comr. E. M. Webster

WTIF Tifton, Ga.—Granted petition insofar as it requests dismissal of its am application; application is dismissed with prejudice. Action April 10.

WKNB-AM-TV New Britain, Conn.—Granted April 6 petition by Julian Gross, *et al.,* and NBC, transferors and transferee, respectively, for leave to amend its application for transfer of control of **WKNB-AM-TV New Britain,** in order to extend date for exercise of termination privileges contained in para. 17 of sales agreement. Action April 10.

By Hearing Examiner Hugh B. Hutchison

WPLA Plant City, Fla.—Granted motion for extension of time to and including April 19, to file pleading in opposition to petition for leave to amend his am application, filed March 28 by R. E. Hughes, Auburndale, Fla., competing applicant in proceeding. Action April 10.

By Hearing Examiner J. D. Bond

Eatontown, N. J.—Issued order after third prehearing conference which shall govern course of proceedings re am applications of Harold M. Gade, Eatontown, *et al.*; prehearing conference shall be convened June 8. Action April 10.

By Hearing Examiner Basil P. Cooper

WSUH Oxford, Miss.—Upon request of applicants in am proceeding, **WSUH Oxford,** *et al.,* mod. prior order for conduct of hearing to provide following schedule: a. All exhibits and written testimony to be offered in evidence in response to issues 1, 2 and 3 to be exchanged on or before April 18; b. Formal hearing to begin April 30, and that date shall be controlling date for other matters specified in subpara. c, d and e of para. 3 of original order. Action April 10.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for extension of time from April 10 to April 17 to file proposed findings and conclusions with permission for all parties to file reply findings not later than April 30, re application of **WOI Ames, Iowa,** for SSA to operate additional hours from 6 a.m. to local sunrise CST with 1 kw. Action April 9.

April 13 Applications

ACCEPTED FOR FILING

License to Cover Cp

WPNX Columbus, Ga.—Seeks license to cover cp which authorized DA-N, change trans. and studio locations.

WKMH Dearborn, Mich.—Seeks license to cover cp which authorized increase in N power, changes in DA-N.

KVOR (TV) Stockton, Calif.—Seeks license to cover cp which authorized new tv.

WREC-TV Memphis, Tenn.—Seeks license to cover cp which authorized new tv.

License to Cover Cp Resubmitted

WABV Abbeville, S. C.—Resubmits application seeking license to cover cp which authorized new am.

Modification of Cp

WBRG Lynchburg, Va.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WEAL-TV Orlando, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 16.

WJBK-TV Detroit, Mich.—Seeks mod. of cp (which authorized facilities changes in existing tv) for extension of completion date to Nov. 14.

Renewal of License

WKLK Cloquet, Minn.; KHAS Hastings, Neb.; WOW Omaha, Neb.; KOTV (TV) Tulsa, Okla.

April 16 Applications

ACCEPTED FOR FILING

Modification of Cp

WCAR Pontiac, Mich.—Seeks mod. of cp (which authorized installation of new vertical ant. and mount fm ant. on top of am tower) for extension of completion date.

KDKA-TV Pittsburgh, Pa.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Aug. 10.

KDUB-TV Lubbock, Tex.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Oct. 20.

KMID-TV Midland, Tex.—Seeks mod. of cp (which authorized changes in existing tv) for extension of completion date to Nov. 30.

WKAT-FM Miami Beach, Fla.—Seeks mod. of cp (which replaced expired cp) for extension of completion date.

WCAR-FM Pontiac, Mich.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

KARK-TV Little Rock, Ark.—Seeks mod. of cp (which authorized new tv) for extension of

completion date to July 20.

KTVI (TV) St. Louis, Mo.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 9.

License to Cover Cp

WLFM (FM) Appleton, Wis.—Seeks license to cover cp which authorized new non-commercial educational fm.

KAKE-TV Wichita, Kan.—Seeks license to cover cp which authorized new tv and to specify studio location at 1500 Northwest St., Wichita. (Not a move).

License to Cover Cp Returned

WYCL York, S. C.—Application seeking license to cover cp which authorized new am returned. Name incomplete.

KHCD Clifton, Ariz.—Application seeking cp which authorized new am returned. Section II dated after verification of application.

Renewal of License Resubmitted

KGFW Kearney, Neb.; KBEL Idabel, Okla.

April 17 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 13

WSNW-FM Seneca, S. C.—Granted license for fm station.

WAMF (FM) Amherst, Mass.—Granted license for noncommercial educational fm station.

WLOE-FM Leaksville, N. C.—Granted license covering changes in licensed station.

KFEL Pueblo, Colo.—Granted mod. of cp to change trans. location and delete authority for remote control operation of trans. (ant. location unchanged).

KUBE Pendleton, Ore.—Granted mod. of cp to change ant.-trans. location 100 ft. west of present site (no change in location description), change studio location and remote control point to 236 S.E. First St., and make changes in ground system.

WBRG Lynchburg, Va.—Granted extension of completion date to July 31.

Actions of April 12

WGR Buffalo, N. Y.—Granted authority to transmit baseball games played in Offerman Baseball Stadium at Buffalo, to **CFRA Ottawa, Canada.**

Following were granted extensions of completion dates as shown: **KFJI-TV Klamath Falls, Ore.**, to 11-1-56; **KHAS-TV Hastings, Neb.**, to 10-4-56; **WLBT (TV) Jackson, Miss.**, to 7-26-56; **WTHS-TV Miami, Fla.**, to 11-11-56; **WNAO-TV Raleigh, N. C.**, to 6-30-56; **KBET-TV Sacramento, Calif.**, to 11-1-56; **KTLA (TV) Los Angeles, Calif.**, to 11-1-56; **KCKT (TV) Great Bend, Kans.**, to 11-3-56; **KNOX-TV Grand Forks, N. Dak.**, to 11-1-56; **KKTV (TV) Colorado Springs, Colo.**, to 10-26-56; **WXEL (TV) Cleveland, Ohio**, to 10-30-56; **WTOK-TV Meridian, Miss.**, to 11-1-56.

Actions of April 10

WKBT (TV) La Crosse, Wis.—Granted license for tv station; ERP 100 kw vis., 50 kw aur.

WSJV (TV) Elkhart, Ind.—Granted license for tv station; ERP 224 kw vis., 120 kw aur.

WATE (TV) Knoxville, Tenn.—Granted license for tv station; ERP 100 kw vis., 50 kw aur.

WABI-TV Bangor, Me.—Granted license to cover cp for tv station, and specify studio location as Rt. 1, Hampden, Me.; granted license covering changes in facilities—ERP 29.5 kw vis., 17.8 kw aur.

WFLB Fayetteville, N. C.—Granted license covering mounting of tv ant. on top of existing am tower (increase height).

WBRC-TV Birmingham, Ala.—Granted license covering changes in facilities of existing tv station.

WBEC-FM Pittsfield, Mass.—Granted license covering changes in licensed station.

WORG-FM Orangeburg, S. C.—Granted cp to replace expired cp which authorized changes in licensed station.

WCPO-TV Cincinnati, Ohio.—Granted cp for changes in facilities of tv station, and make other minor equipment changes.

WMYN Mayodan, N. C.—Granted extension of completion date to Aug. 2.

Following stations were granted authority to operate trans. by remote control: **KBUS Mexia, Tex.; WRAW Reading, Pa.; WBIR Knoxville, Tenn.; KTOO Henderson, Nev.**

Actions of April 11

KHCD Clifton, Ariz.—Granted authority to operate trans. by remote control from Hwy. 666.

WRGP-TV Chattanooga, Tenn.—Granted STA to operate commercially on ch. 3 for period ending Oct. 8.

KECC Pittsburg, Calif.—Granted extension of completion date to July 22.

Actions of April 9

WGHM Skowhegan, Me.—Granted license for am station.

WAPF McComb, Miss.—Granted license covering change in frequency.

WUOM-TV Ann Arbor, Mich.—Granted cp to replace expired cp which authorized new noncommercial educational tv station.

WKBN-TV Youngstown, Ohio—Granted cp to install emergency ant. system at main trans. site (550 ft.).

WRGP-TV Chattanooga, Tenn.—Granted mod. of cp to change type ant. and make other minor equipment changes; ant. 1,068 ft.

April 18 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

WKXY Sarasota, Fla.—Ordered hearing shall commence June 4 re application of WKXY Sarasota, for mod. of cp. Action April 12.

WKNB-AM-TV New Britain, Conn.—Ordered hearing shall commence May 14 in proceeding on applications for mod. of cp for WKNB-TV (ch. 30), New Britain, and for transfer of control of WKNB-AM-TV from New Britain Bcstg. Co. to NBC. Action April 13.

Pine Bluff, Ark.—Ordered hearing conference be held April 24 re am applications of B. J. Parrish, Pine Bluff. Action April 16.

By Hearing Examiner Jay A. Kyle

Coos Bay, Ore.—Ordered further prehearing conference be held May 16, and continued hearing from April 25 to May 23 re am application of Coos County Broadcasters, Coos Bay. Action April 16.

By Hearing Examiner Herbert Sharfman

Rochester, Minn.—Issued statement and order after informal prehearing conference on April 13 re am application of Rochester Bcstg. Co., Rochester, directing that: 1. Hearing scheduled for April 30 is indefinitely continued, with expectation hearing date will be set at further conference; 2. Applicant shall furnish its written case exhibits to other parties and hearing examiner by May 7; and 3. Further conference is scheduled for May 14. Action April 13.

WKNB-AM-TV New Britain, Conn.—On examiner's own motion, ordered prehearing conference is scheduled for April 24 in proceeding on applications for mod. of cp for WKNB-TV (ch. 30), New Britain, and for transfer of control of WKNB-AM-TV from New Britain Bcstg. Co. to NBC. Action April 16.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Granted joint motion of applicants in ch. 10 proceeding, Parma-Onondaga (Triad Television Corp., et al.), for extension of time from April 16 to and including May 14 to file corrections to transcript of hearing. Action April 12.

Newburgh, Ind.-Lawrenceville, Ill.—Ordered phrase "with the Commission," appearing in par. 2, subpars. (e) and (f) of "First Statement Concerning Pre-Hearing Conferences and Order," dated March 5, re am applications of Southern Indiana Bcstrs., Inc., Newburgh, and Lawrenceville Bcstg. Co., Lawrenceville, is amended to read "with the hearing examiner." Action April 13.

By Hearing Examiner Basil P. Cooper

Midwestern Bcstg. Co.-Straits Bcstg. Co., Cheboygan, Mich.—Granted April 9 motion filed by both applicants in ch. 4 proceeding, Cheboygan, for continuance from April 11 to April 25 for exchange of Midwestern's affirmative engineering presentation and oral testimony and date for evidentiary hearing on such exhibits is continued from April 25 to May 9. Action April 12.

By Hearing Examiner Hugh B. Hutchison

WSTV-TV Steubenville, Ohio; WENS Pittsburgh, Pa.—Denied WSTV-TV petition and response of WENS (TV) for continuance of hearing in ch. 11 proceeding, Pittsburgh, involving applications of WWSW Inc. and Pittsburgh Radio Supply House Inc., and application of WWSW Inc., for mod. of cp. Action April 10.

April 18 Applications

Accepted for Filing
Modification of Cp

WESH-TV Daytona Beach, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Aug. 10.

WFMJ-TV Youngstown, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 13.

KOTA-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1.

KBST-TV Big Spring, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 5.

KPAR-TV Sweetwater, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 21.

WOSU-TV Columbus, Ohio—Seeks mod. of cp (which authorized new noncommercial educational tv) for extension of completion date to July 1.

KWFB Weatherford, Tex.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KURA Moab, Utah—Seeks mod. of cp (which authorized new am) for extension of completion date.

Modification of Cp Dismissed

WFLB Fayetteville, N. C.—Application seeking mod. of cp (which authorized mounting of tv ant. on top of existing am tower—increase height) dismissed. Unnecessary.

Renewal of License

WFPL (FM) Louisville, Ky.; KAMC-FM Stillwater, Okla.; KSUI (FM) Iowa City, Iowa; KANU (FM) Lawrence, Kan.; WSOU (FM) South Orange, N. J.

Remote Control

KRES St. Joseph, Mo.

UPCOMING

APRIL

April 23-27: American Film Assembly, Morrison Hotel, Chicago.
April 23-28: Senate Interstate & Foreign Commerce Committee hearings on toll tv, U. S. Capitol, Washington, D. C.
April 23: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 25: RAB Clinic, Omaha, Neb.
April 26: RAB Clinic, Des Moines, Iowa.
April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.
April 26-28: American Assn. of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
April 27: RAB Clinic, Cedar Rapids, Iowa.
April 29-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.
April 30: RAB Clinic, Raleigh, N. C.
April 30-May 2: Assn of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.
May 2: RAB Clinic, Evansville, Ind.
May 3: RAB Clinic, Indianapolis, Ind.
May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.
May 4: RAB Clinic, Columbus, Ohio.
May 8: RAB Clinic, Philadelphia.
May 10: RAB Clinic, New York.
May 13-19: National Radio Week.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.
May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.
May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

BROADCASTING • TELECASTING

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Promise and Fulfillment

OUT of Chicago last week came developments that, by deed and demonstration, should benefit the public. What is good for the people is good for the media that serve them. There remain the tasks of follow through and fulfillment.

The NARTB convention wasn't all sweetness and light. Rather, it was a forum in which regulators met the regulated and deliberated over their problems with greater candor and realism than is customary. Broadcasters met with their networks and representatives; their lawyers and engineers, and with agency and advertiser representatives. They saw the latest in technology. They saw the first commercial video tape recorder. They saw color get off the ground and vault into their future.

The most important single devolpment was the recognition by government that television allocations must embrace uhf as well as vhf if there is to be an equitable structure—now that the Office of Defense Mobilization has turned thumbs down on additional vhf spectrum space from the military. Without uhf, the outlook would be bleak indeed, because there would be scarcity. Scarcity is the expressway to monopoly, and monopoly or duopoly or triopoly (in some cases) would lead inexorably to more rigid government regulation. That would strangle free enterprise.

FCC Chairman McConnaughey's advocacy of a "crash" research development program of uhf, wherein the best minds and methods would be concentrated on speedy solution of the uhf problem, is a new and attractive idea. The alacrity with which it was picked up by Westinghouse and by others is encouraging.

But the task of fulfillment here is not in the crash project alone. That is technical, and it is manufacturing. It does not remove from the FCC the responsibility of acting with dispatch in providing for greater competition in those underserved areas. Inherent in the FCC's new look is some change in allocations. There can be no valid reason for future delays in clearing cases, voting them up or down. Any change that involves deintermixture of uhf and vhf is radical change. The slightest one will bring repercussions. But the FCC can't solve anything by sitting on its hands. The next few weeks will tell whether the new look will signalize action, or whether there will be further wishful waiting for miracles.

Any notion that affiliates would turn state's evidence against their networks in the varied efforts to change the present order of doing business through time options, so-called "must-buys" and other clearing methods, was quickly dispelled in Chicago. The networks emerged stronger than ever in the eyes of their affiliates. This, however, does not close the record, because the potent testimony of KTTV (TV's) Richard A. Moore before the Senate Commerce Committee, the attitudes of certain legislators, and the FCC's own network study have not been expunged from the records. There were interim votes of confidence; fulfillment must come.

The convention's keynoter, ABC President Robert E. Kintner, more than measured up in saying things that needed saying. He wants the "huckster" connotation obliterated by deed. He wants standards elevated, if broadcasting is to avoid common carrier control. He wants the artifically-stimulated scarcity problem eliminated and he pinned blame on government "inaction." He did a top reporter's job in his lucid, hard-hitting talk.

From NARTB President Harold Fellows the broadcasters heard a ringing challenge on programming and advertising standards. In effect, he invited those broadcasters who do not perform essential service to surrender their licenses to others "who have keener concepts." It was no namby-pamby defense of all that goes on the air, nor an "industry can do no wrong" approach. He warned that failure to adhere to the tenets of the radio and television codes could invite the kind of control implicit in recent suggestions for a nationwide, government-sponsored program and advertising monitoring system.

It was a healthy, wholesome, constructive convention. If broadcasters feel they are plagued by more problems than their fellow men, they need only to recognize that this is so because they are privileged to serve home and nation in the most inspiring area extant, and in an atmosphere of free enterise—the American way.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He was sent to cover the wedding . . . he stopped at Monte Carlo!"

Topic A

THE magic word around the Conrad Hilton Hotel last week was "Ampex" and the magic slogan, "Buy Ampex." The latter applied not only to the Ampex Corp.'s sensational video tape recorder, but also to the company's stock. Both were hot items, and with good reason.

Ampex had beat the field in delivering a practical tape recorder, capable of instantaneous reproduction and playback. The machine, and other models which other manufacturers inevitably will develop, will do for tv what tape recording has done for radio: enhance the flexibility of programming and immeasurably simplify processes which now depend upon the use of film.

As a technological development, the recorder deserves the attention it received, and Ampex deserves the rewards of industry and creativeness. It is by no means to minimize the importance of the new instrument to say that it constitutes but one more example of the apparently inexhaustible inventiveness of all the engineers and manufacturers who serve radio and television.

In no other form of communications have the communicators been supplied with such diverse and constantly improving facilities. The instruments of radio and television are so superior to those of rival media that newspaper and magazine men must fervently wish for technicians with half the skill of those who work in radio and tv.

Uncle Bee

LAST week Bee Arney, NARTB secretary-treasurer, attended his last convention in an official capacity. Some delegates we know wish they could say the same for themselves, but we suspect that Bee feels otherwise. Bee is a convention man.

Indeed Bee and broadcaster conventions have come to be synonymous. For the past 16 years Bee has been the man in charge.

His has been a job that cannot be done with perfection, no matter how diligently performed. A certain amount of chaos is inevitable when thousands of broadcasters and suppliers descend upon even the biggest and best-managed hotel. But far more delegates who ordered suites would have wound up in broom closets if a lesser man than Bee had been on hand.

There has been more to Bee's work than arranging the annual conventions. He has performed important administrative functions as secretary-treasurer since 1943 and assistant to the president for three years before that.

Broadcasters will miss C. E. Arney Jr. We hope he will not think his retirement from NARTB forecloses him from participating in radio-tv affairs. We hope to see Bee at the next convention. Without the burdens he has borne up to now, he would certainly have more fun.

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